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Social Manipulations in Advertising: Impact on Consumers' Perception of a Product

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Plan



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Actuality

Various manipulations in advertising impact on consumer's perception of the product significantly

"The companies have their interests and objectives which many times are far from aligning with what the consumers need, and, quite often, don't hesitate to make up marketing solutions which misconduct or deceive the consumers, in order to achieve them." - Victor Danciu, 2014





Theoretical basis

◆ Notion of manipulation

- Nepryakhin, N. (2018). I manipulate you: Methods to counteract hidden influence. Alpina Publisher.
- Danciu, V. (2014). Manipulative marketing: persuasion and manipulation of the consumer through advertising.

◆ Classification of different types of manipulation

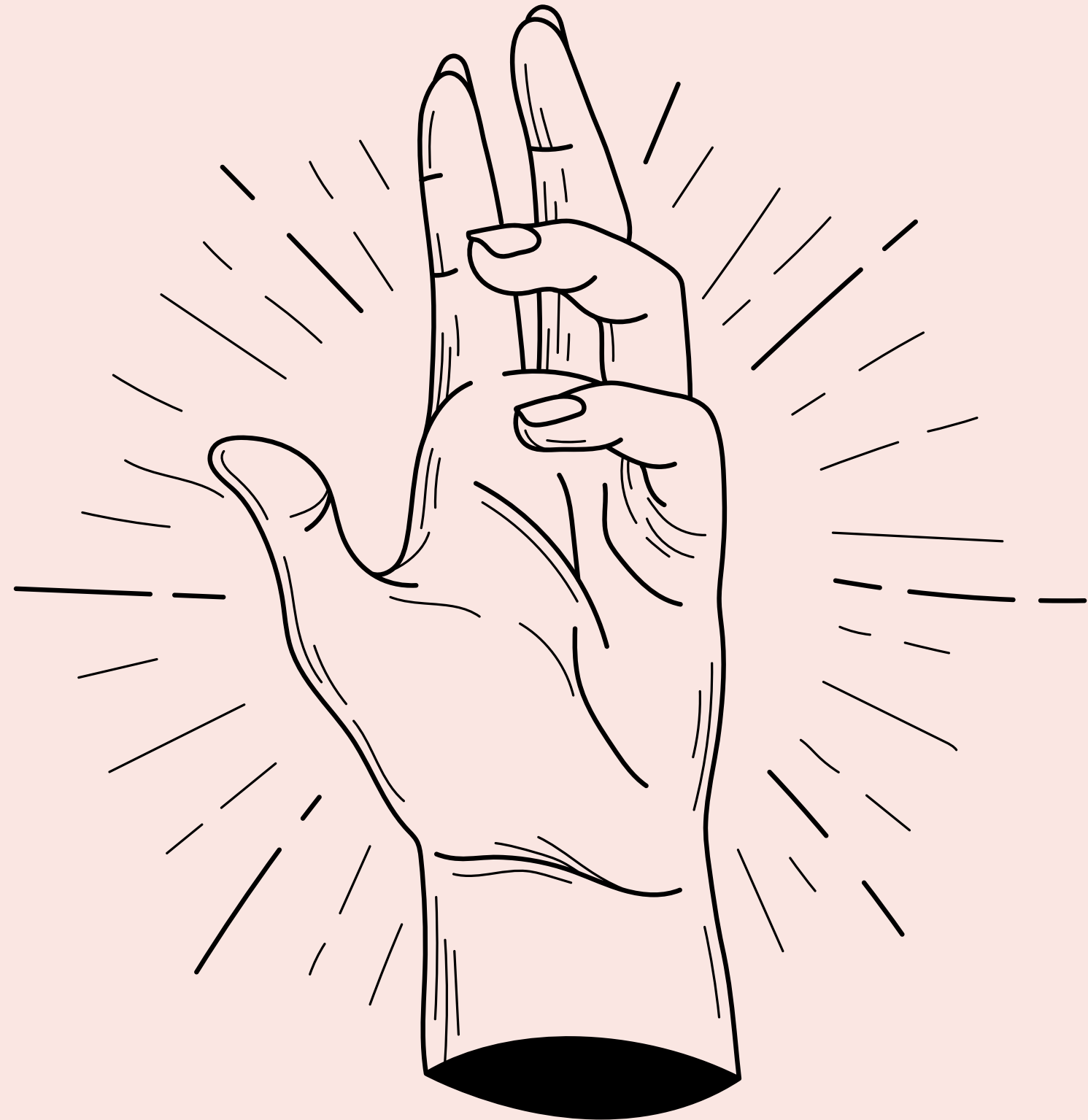
- Melnichuk, M. V., & Klimova, I. I. (2019). Manipulative means of language in the advertising discourse of financial companies.
- Kent, R. J., & Allen, C. T. (1994). Competitive interference effects in consumer memory for advertising: The role of brand familiarity.

◆ Principles of consumers' engagement

- Wang, A. (2006). Advertising engagement: A driver of message involvement on message effects.
- Li, K., Chen, Y., & Zhang, L. (2020). Exploring the influence of online reviews and motivating factors on sales: A meta-analytic study and the moderating role of product category.

Objective

- Examine the way marketers and multiple organizations get consumers' heads to buy their production
- Examine Russian people's awareness of how they can be manipulated through viewing commercial of various types



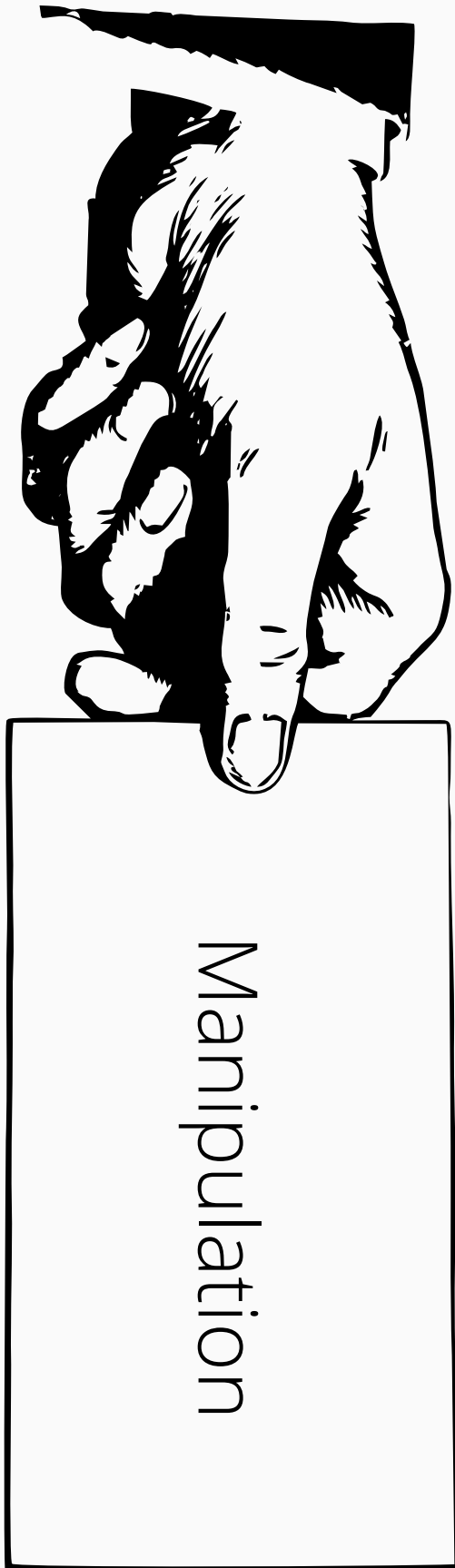
Methodology

Quantitative method. Qualitative method

The paper contains a comprehensive analysis of three types of advertising and manipulations presented in them.

Also, a survey of Russian youth was conducted and the results were summed up on the basis of the results obtained





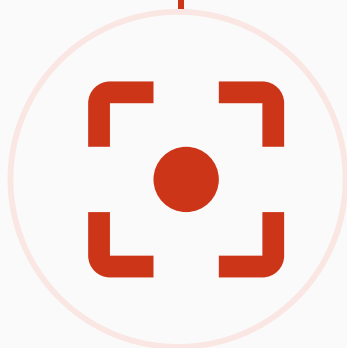
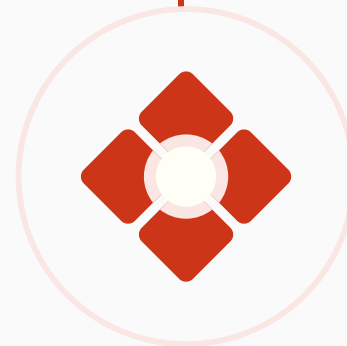
Manipulations usage in advertising and its classification

"If a company deliberately decides to manipulating the consumer through advertising, in order to achieve its objectives, it could take into account some stimuli or preises which will ease the concrete advertising activities." - Victor Danciu

Peripheral manipulation

This term refers to the processing of the product:

- Music
- Background
- Symbolism of details



Central manipulation

Includes such types as:

- Substitution of the beneficiary
- Insistent invitation
- Sociocultural significance
- Global brand
- Modeling a community of like-minded people

E-mail newsletter

1. Modelling a community of like-minded people
"we will tell" / "our subscribers" / "our analytics"
2. Insistent invitation
"download our app" / "keep abreast of developments" / "buy bonds now"
3. Price and size

Какие облигации ВТБ доступны сейчас
Which VTB bonds are available now

Серия Б-1-34 Series B-1-34

Купонный доход
Coupon income

4.7%

Annually
годовых

Периодичность выплат
Frequency of payments

2

Times per year
раза в год

Срок

Period

364

Days
дня

Номинальная стоимость
одной облигации

1 000 ₺

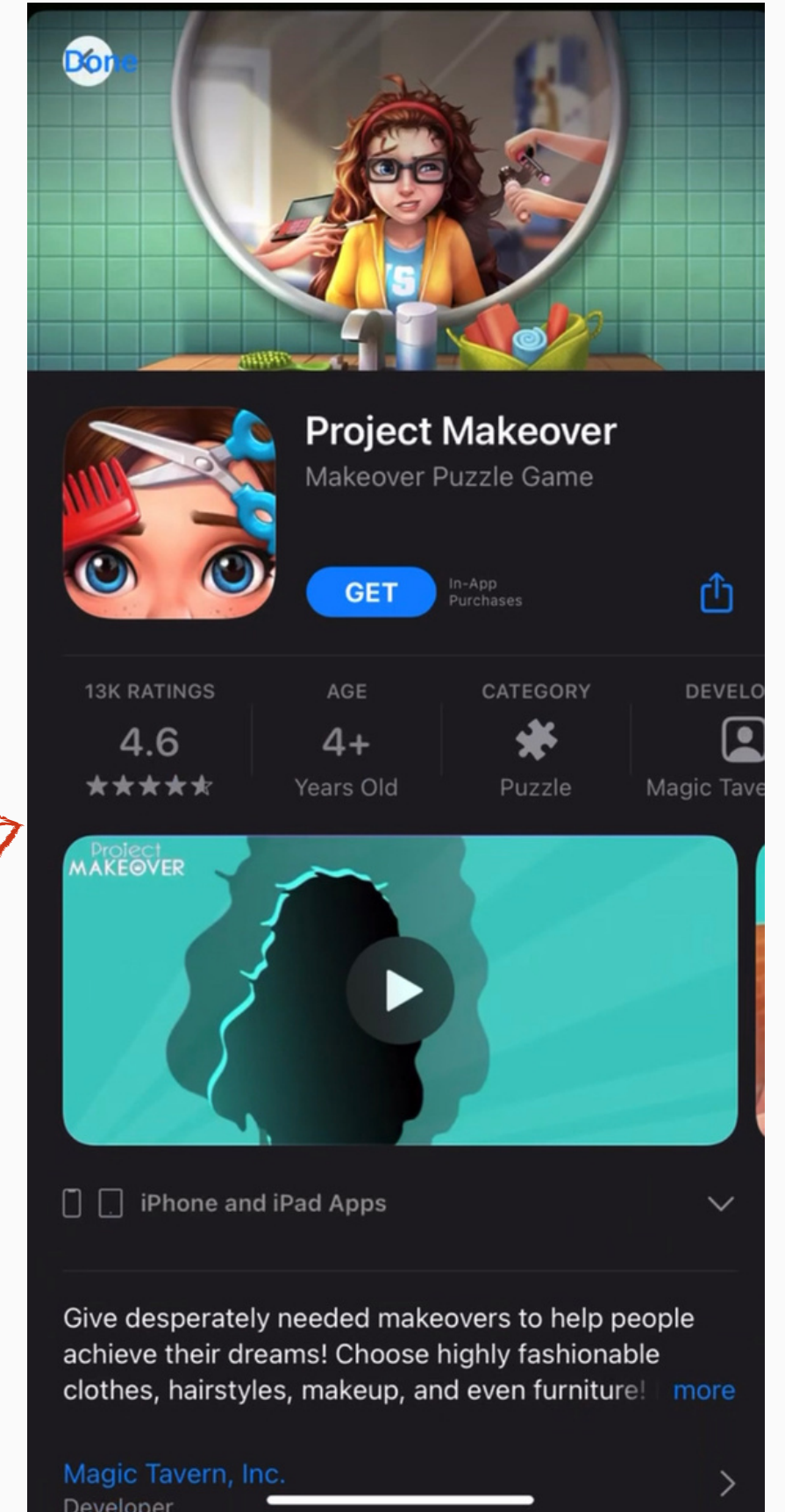
Nominal price of one bond

Buy now
Купить облигации

PHONE GAME ADVERTISING

The advertiser does not leave any possibility to stop watching the video until the potential client completes a certain set of actions.

Then, the user will be taken to the game page in the App Store or in Google Play.



Video advertising



The potential customer will pay attention to the socio-cultural element embedded in the advertising

"I can" / "We will" / "I'm unstoppable" / "I'm invincible"

Harmonious colour scheme. The main character, presented in a beautiful light dress on a white horse



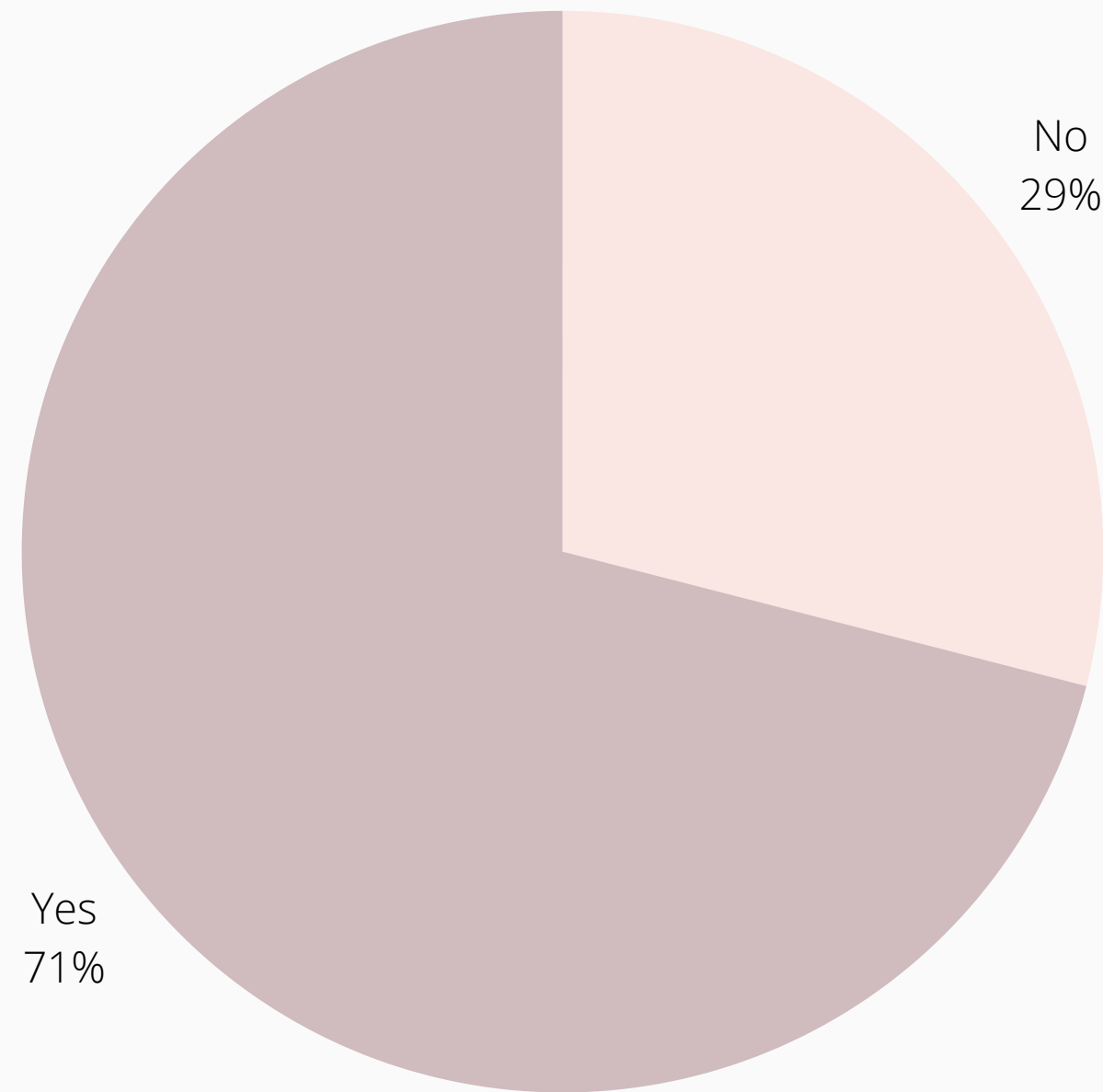


Survey results

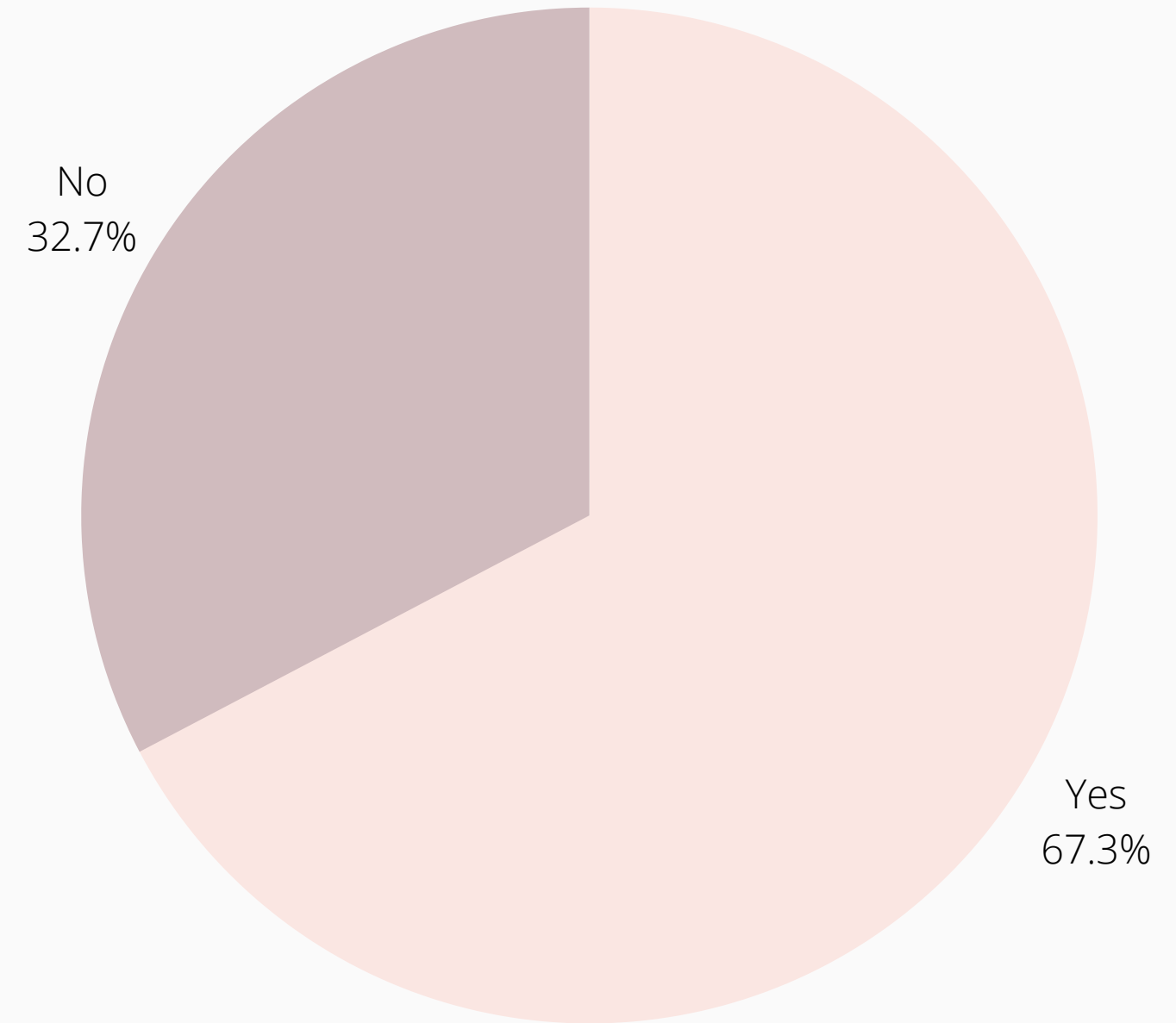
Our online survey of 107 Russian citizens age 18-24 found:

- Respondents have bought a product after seeing the advertisement for it at least once in their life
- Many have bought a product realising they were manipulated into it (at least once in their life)

Have you ever bought a product because you liked its ads?

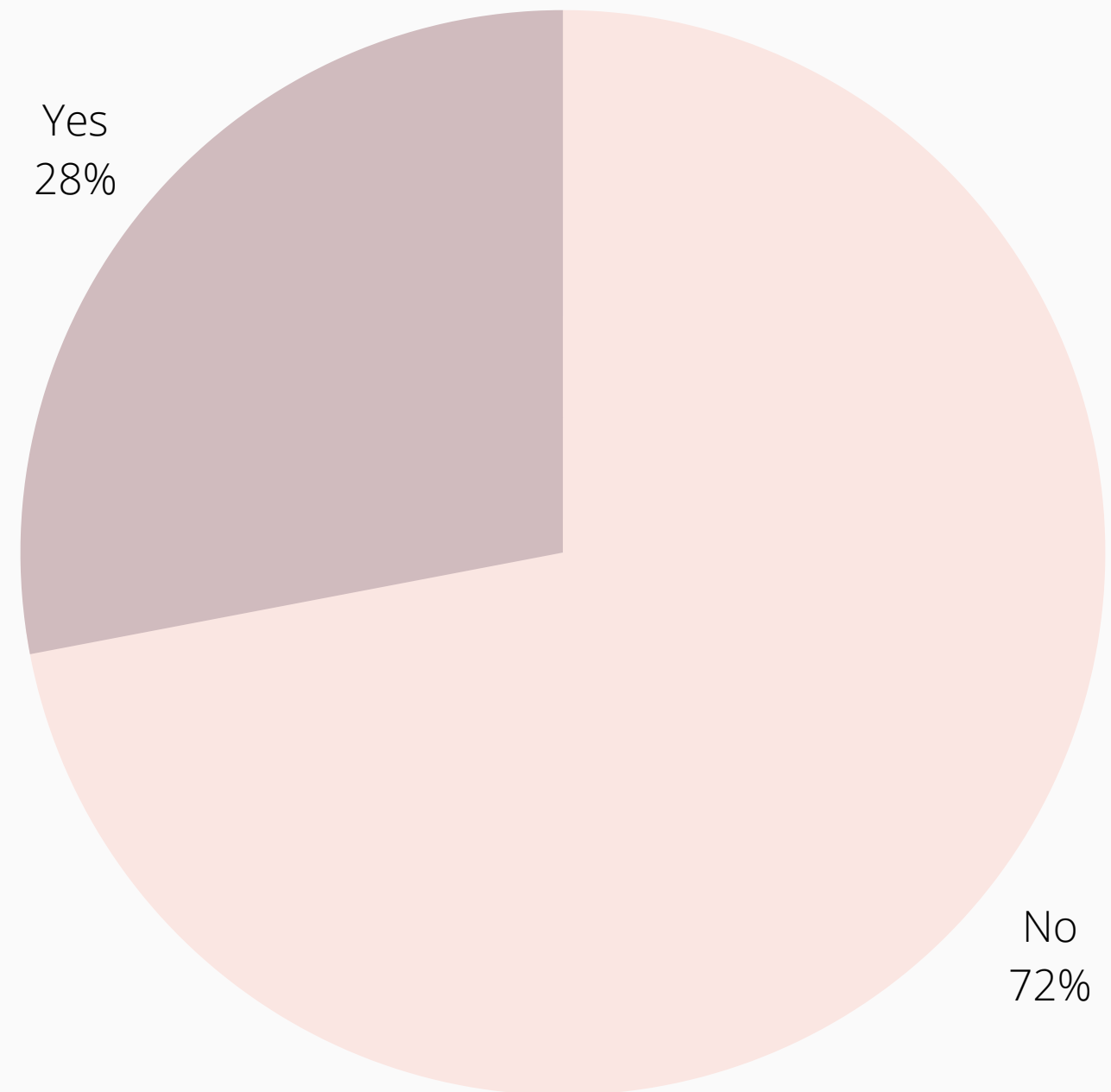


Have you ever bought a product knowing you were manipulated?



Survey Results

Are you familiar with the methods of countering manipulation in advertising?



- The vast majority of people are not aware of how to resist manipulation in the advertising
- Respondents could not answer when asked what manipulation techniques they knew. However, when asked to choose techniques from the list, most answered correctly

Survey Results

Conclusion

✓ Peripheral manipulation

When identifying manipulations in advertising, it is essential to pay attention not only to the linguistic component but also to the music and background

✓ The pronoun We

The pronoun We makes it clear to the buyer that they are not alone and is universal in the use of utterances in all types of advertising.

✓ Awareness Of Russian Respondents

The majority of respondents are only superficially aware of manipulations in advertising, and it is not worth saying that the respondents would be able to identify specific phrases from the context of advertising if they were not provided with a list

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