

PUBLIC AWARENESS AGAINST MANIPULATIVE ADVERTISEMENT

Priya Kansal
School of Computer Science
Vellore Institute of Technology, Vellore
T.N.,INDIA
priya.kansal2022@vitstudent.ac.in

Amartya Misra
School of Computer Science
Vellore Institute of Technology, Vellore
T.N.,INDIA
amartya.misra2022@vitstudent.ac.in

Sanchit Verma
School of Computer Science
Vellore Institute of Technology, Vellore
T.N.,INDIA
sanchit.verma2022@vitstudent.ac.in

Prof.S.Yokesh Babu
School of Computer Science
Vellore Institute of
Technology, Vellore, T.N.,INDIA

Abstract--The problem of advertising deception affects consumers today almost every day. This method increases the power disparity between the company and the consumer by distorting the objective of meeting customer requirements for the only purpose of selling their goods. Many deceptive advertisements are hard to prove because of their content and controversial character. This essay looks at the methods by which corporations sway consumers using advertising's cues, tactics, and processes. It also makes suggestions for decreasing manipulative techniques at the same time. There will be guidelines that will determine how effective the advertisements made by businesses in marketplaces in which they and the customers may establish shared goals and objectives. It could take a long time for a customer to become reliant on a product, making it difficult to stop using it. A customer who is influenced by popular (celebrity impact) may find it challenging to give up the products since he idolises the star. A customer might be happy with immediate result because customers might come across subpar products for low prices, they might not purchase authentic or healthy goods.

I. INTRODUCTION

The marketing strategy that seems to best illuminate the company's market objective is one in which the firm is guided by the viewpoint of the client. In other words, the business should devote all of its attention on needs of the consumer. In order to attain their goals, which frequently diverge significantly from those of the customers, businesses often don't hesitate to come up with marketing strategies that intentionally harm or deceive customers. The communication is the area of marketing that fits these principles the best. The marketing

communication is a collection of instruments used to advertise products by sending specific messages to customers in an effort to convince them to buy those products the advertisements. The company's power to influence consumer purchasing behaviour and thorough understanding of that behaviour constitute the first stimulus. The advertising strategy on the method and device the buyer chooses to utilise to make the purchase. The satisfaction of the customer's needs is the primary driver of this decision-making process. The three categories of needs for consumers are established by Maslow. The needs for food, housing, and security are included in the first category of needs. The need to be liked by other people is a social need that comes next. The psychological demands that drive a consumer's behaviour in a way that is compatible with his self-image and improves his self-image to others are found at the top of the list. The capability and degree of changing the mechanism of advertising's aims is another potent temptation for manipulating consumers through advertising. Advertising that doesn't use manipulation and advertising that does could be categorised into two categories. Simple presentation of the good or service in the best possible light constitutes non-manipulative advertising persuasion. Advertisers don't have to mislead, leave out important information, or frighten customers. This kind of advertising is truthful, meaning the facts offered are actual and the information is provided in a way that is both obvious and rational, with the intention of swaying through education (Grover, 2011). Facts and emotional arguments serve as the foundation for the informing and persuading aspects of advertising. Advertising that informs provides consumers with accurate information. A motivation for marketing deception is also the unscrupulous conduct of the marketers. The problem of misleading advertising's use of persuasion out the conversation on the significance of ethics. The ethical considerations in marketing focus on how well advertising messages, choices, and procedures adhere to moral standards. A set of ethical precepts must govern advertising tactics in order for managers to assess the moral weight of each choice and determine how far they should go from the path of least resistance.

II. RELATED WORK

I. Dr. Easwaramoorthy Rangaswamy et. al ^[1] did study that focuses on the customer involvement and the customer deception strategies used in advertising to influence customers. The methods employed by marketing to persuade customers to alter their perceptions of a product and so pique their interest in buying it were the subject of a research. With the advent of modern technologies, numerous new techniques to modify track and it is possible to influence a consumer's decision and behaviour when making a goods purchase.

II. Trishal Niboria et. al ^[2] attempts to define deception and the conditions that let deceptive marketing techniques to be used, with the goals of identifying the key elements that influence the growth of brand loyalty and comprehending how consumers form an opinion of a brand through time.

III. Victor DANCIU ^[3] tells about how businesses influence customers through the cues, strategies, and processes of marketing. Additionally, it makes some recommendations for reducing deceptive behaviours.

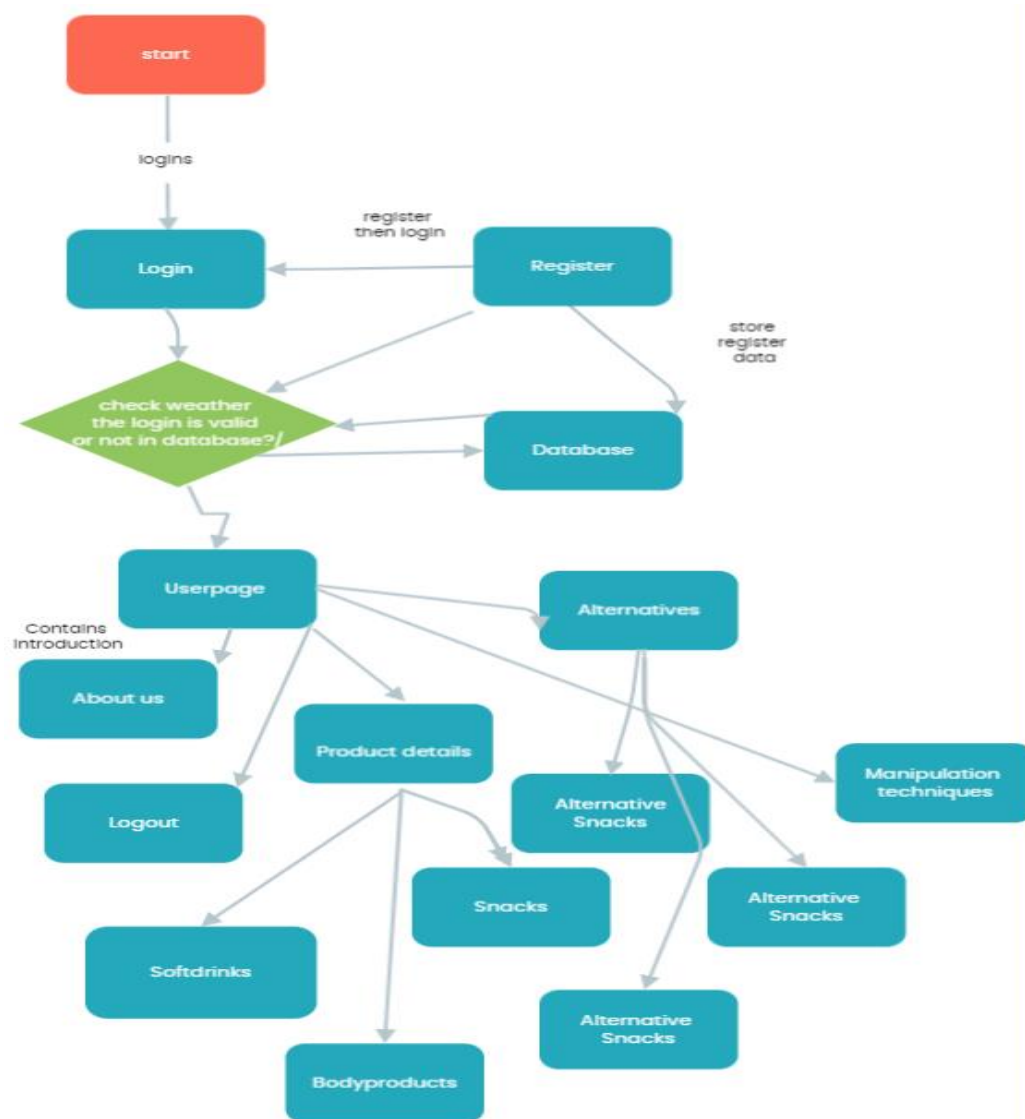
IV. Russell N. Laczniak et. al ^[4] the area of processing marketing, "participation" has received attention.

III. PROPOSED METHODOLOGY

In this we have proposed a system which will help to make people aware from the different types of manipulative advertisement. There are various ways through which people can be manipulated:

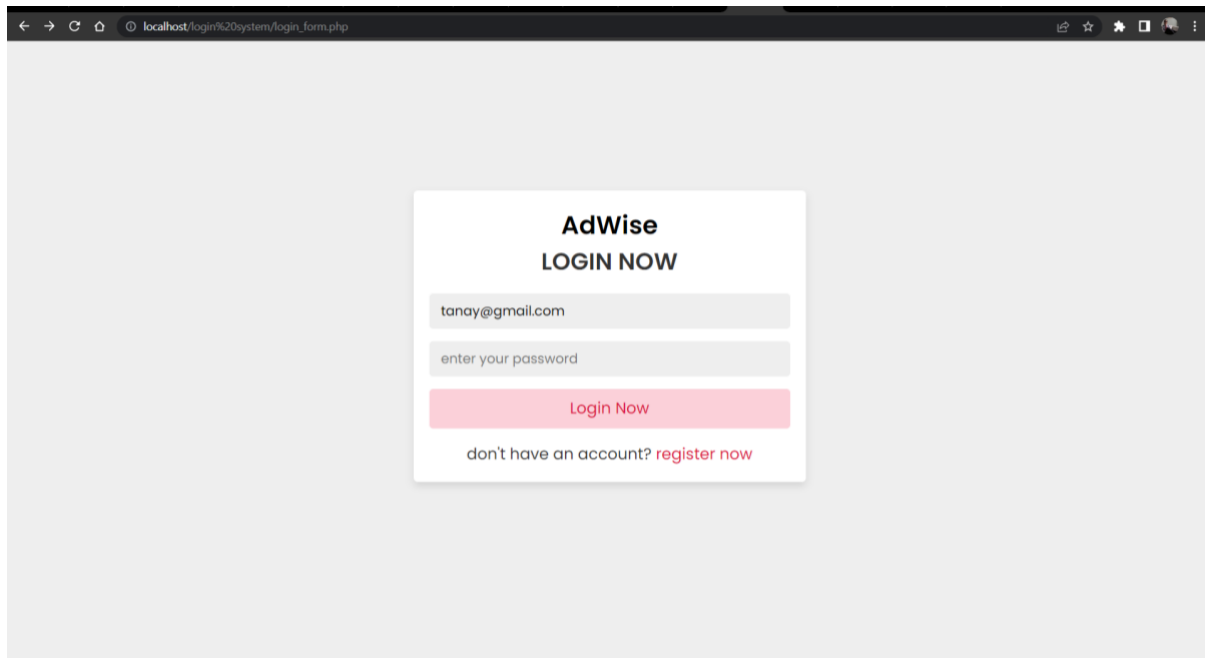
Language-based control: The manipulation of the lingual form and structure implies that lingual material will be crafted to undergo some change, transition, mutilation, or genetic variation that is relatively unusual on the part of the spectator or viewer, starting with smaller or most differentiable of segments or forms and going to lead to quite large lingual entities.

Manipulative visual methods :Numerous advertising, which are practically everywhere in the media, rely on visual and other integrated strategies to sway consumers. Some of the most popular examples of such approaches include image compression, amusement-ad combination, product size and pricing manipulation, and misleading graphics.

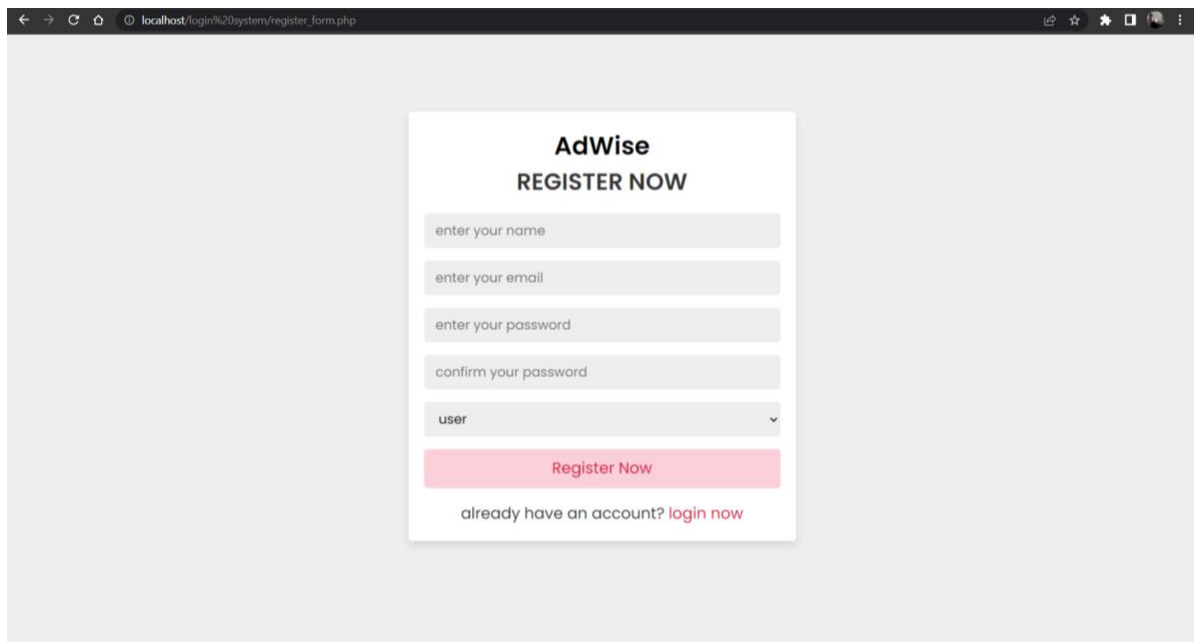


The above flowchart shows the proposed methodology in which customers will not only be made aware but they will also be provided with alternatives they can take in place of that particular products.

IV.RESULT



A screenshot of a web browser displaying the 'AdWise LOGIN NOW' form. The browser's address bar shows 'localhost/login%20system/login_form.php'. The form is centered on a light gray background. It features a white box with the title 'AdWise LOGIN NOW'. Below the title are two input fields: the first contains 'tanay@gmail.com' and the second is labeled 'enter your password'. A pink 'Login Now' button is positioned below the password field. At the bottom of the form, it says 'don't have an account? [register now](#)'.



A screenshot of a web browser displaying the 'AdWise REGISTER NOW' form. The browser's address bar shows 'localhost/login%20system/register_form.php'. The form is centered on a light gray background. It features a white box with the title 'AdWise REGISTER NOW'. Below the title are five input fields: 'enter your name', 'enter your email', 'enter your password', 'confirm your password', and a dropdown menu labeled 'user'. A pink 'Register Now' button is positioned below the dropdown. At the bottom of the form, it says 'already have an account? [login now](#)'.

Hello and welcome, **tanay**
this is an user page

About Us

Products Details

Alternatives

Manipulation Techniques

Logout

Hi, **This page provides details about the products and how does manipulative advertisement is used**

Soft Drinks

Body Products

Snacks

Hey, Here you are provided with healthy alternatives to unhealthy products

Soft Drinks

Body Products

Snacks

Soft Drinks

Coca cola



Is Coca-Cola bad for you? People consider sugary drinks to be a significant contributor to many health conditions, including obesity, type 2 diabetes, and tooth decay. Research has shown that drinking a can of Coca-Cola can have damaging effects on the body within an hour.

There are 37 grams (g) of added sugar, which equates to almost 10 teaspoons (tsp), in a single can of cola. A 2015 study attributed 184,000 global deaths each year to the consumption of sugary drinks.

The AHA suggests a stricter added-sugar limit of no more than 100 calories per day (about 6 teaspoons or 24 grams) for most adult women and no more than 150 calories per day (about 9 teaspoons or 36 grams of sugar) for most men.

An infographic by the British pharmacist Niraj Naik shows the damage that a 330 milliliter (ml) can of Coca-Cola can inflict on the body within 1 hour of consumption. Blood sugar levels increase dramatically within 20 minutes of drinking the cola, explains Naik, causing a burst of insulin.

The liver then turns the high amounts of sugar into fat.

Effects similar to heroin Within 40 minutes, the body has absorbed all of the caffeine from the cola. This caffeine causes the pupils to dilate and the blood pressure to increase.

By this point, the Coca-Cola has blocked the adenosine receptors in the brain, preventing drowsiness. Just 5 minutes later, the production of dopamine has increased.

According to the infographic, the way that Coca-Cola stimulates these centers is comparable to the effects of heroin. An hour after drinking the beverage, a sugar crash will begin, causing

V. CONCLUSION

No such application or paradigm has been developed; if any information has been produced, it has been done so in fragments by multiple authors who have each produced a distinct type of work, such as scholarly articles or films. Although there are a few fitness apps accessible, neither they are efficient nor do they raise awareness. Our application will consistently offer an alternative to subpar goods sold through deceptive advertising as well as information about them.

VI. REFERENCES

- [1] [Manipulating Message Involvement in Advertising Research \(tandfonline.com\)](#)
- [2] [IJCRT2004199.pdf](#)
- [3] [EconPapers: Manipulative marketing: persuasion and manipulation of the consumer through advertising \(repec.org\)](#)
- [4] [BKHXM.pdf \(tianjindaxuexuebao.com\)](#)