

# RISING ISSUES OF CONSUMER MANIPULATION

## TEAM MEMBERS:

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### **1. Title – Rising Issues of Consumer Manipulation**

This project focuses on creating an informative website that highlights the growing problem of consumer manipulation in today's digital and commercial world. The website educates users about misleading advertisements, hidden charges, fake reviews, psychological pricing, and unethical marketing practices that influence consumer behavior unfairly.

### **2. Objective**

The main objective of this website is to spread awareness about different forms of consumer manipulation and how they affect buyer decisions. It aims to educate consumers about their rights, help them identify deceptive business practices, and encourage informed and ethical purchasing decisions. The website also promotes transparency and responsible business behavior.

### **3. Tools Used**

The website was created using a no-code website builder to easily design and structure the content. Canva was used for designing banners, visuals, and infographics. Content was researched from reliable online sources related to consumer protection, marketing ethics, and digital advertising. Basic editing tools were used for formatting and presentation.

#### **4. Methodology**

The project began with detailed research on various consumer manipulation techniques such as false advertising, emotional marketing, influencer promotion, dark patterns, and price manipulation. After collecting the data, the content was organized into clear sections for the website. Visuals and examples were added to make the information easy to understand. Finally, the website was tested for clarity, navigation, and user-friendliness before final submission.

#### **5. Results**

The website successfully raised awareness about the rising issues of consumer manipulation and provided visitors with practical tools to identify and resist deceptive marketing tactics. After deployment and initial promotion, the following qualitative and quantitative outcomes were observed:

#### **6. Conclusion**

Consumer manipulation is a serious and growing issue in modern marketing and digital platforms. Through this website, we aim to inform, educate, and empower consumers so they can protect themselves from unethical business practices. Awareness is the first step toward building a fair and transparent marketplace.

#### **7. Project URL**

<https://2057508.mobirisesite.com/>

#### **8. Github links**