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Diploma Thesis

Marketing Ethics and Consumers Behaviour

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Affirmation

I hereby declare that I have worked on my Diploma Thesis titled Marketing ethics and consumers behaviour completely on my own and that I have marked all quotations in the text.

The literature and other material I have used is mentioned in the References section of the Thesis.

Prague, 20.3.2014

.....

Barbora Jeslínková

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Souhrn:

Tato diplomová práce zkoumá obsah marketingové etiky v České republice. Předpokládá se, že spotřebitelé jsou v situacích, kdy se nemohou plně racionální rozhodnutí z důvodu nedostatku informací, a tato situace bude tedy zahrnovat potenciál pro manipulaci spotřebitelů. Teoretický rámec jednak popisuje etické hranice marketingových praktik a poté popisuje různé teoretické modely, jak se lidé rozhodují, když nemají dostatek informací, a jak se tyto situace mohou stát zdrojem (více či méně zjevné) marketingové manipulace.

Klíčová slova:

spotřebitelé, racionalita, manipulace, šňouchnutí, informační asymetrie, kvalitativní výzkum

Summary:

This Diploma Thesis explores the content of the marketing ethics in the Czech Republic. It is assumed that consumers are in situations where they cannot make fully-rational decisions due to the lack of information and these situations thus include a potential for manipulation of consumers. The theoretical framework firstly outlines ethical border of marketing practices and then describes different theoretical models how people make choices when they do not have enough information, and how these situation can become a source of (more-or-less overt) marketing manipulation.

Keywords:

consumers, rationality, manipulation, nudge, information asymmetry, qualitative research

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1. INTRODUCTION

There is no strict form how code of ethics is valid. Each company creates its own code. For example in the Czech Republic is this norm at its beginning and for many companies is even something that they have never heard or abnormal.

The roots of morality were discovered hand by hand with first human society. Humans were creating exact points of view and statuses, as a product from these raw materials are rules, which allowed them to survive in hard nature conditions. These facts were first human's motivations to realize, that is essential to help each other and cooperate.

Currently, some entrepreneurs and their firms behave unethically consciously or unconsciously. Do not respect moral standards. The possibility of motivation that should motivate entrepreneurs to ethical behavior of the company held ethical standards especially in economic terms, and that entrepreneurs should follow them or at least keep a few.

2. AIMS, METHODS, HYPOTHESIS

Aims

Main goal of the study is to explore the content of the marketing ethics in the Czech Republic. The other goal is to describe situations where consumers cannot make fully-rational decisions and the factors that influence them. Very important is also to investigate more details concerning marketing manipulation and how to notice and overcome. The theoretical framework firstly aiming to outline ethical border of marketing practices and then describes different theoretical aspects and conditions that influence the way how people make choices when they do not have enough information, and how these situation can become a source of (more-or-less overt) marketing manipulation.

Methods

The empirical study employs the case study method with the use of the qualitative approach. Suitable examples are selected to illustrate wide arrange of marketing practices that challenge the ethical borders of marketing. The case study research will shed a light on persuasion mechanisms of marketing. Data for the case study research will be collected with the use of different techniques (documents study, interviews, observation).

Hypothesis

It is assumed that consumers are in situations where they cannot make fully-rational decisions due to the lack of information and these situations thus include a potential for manipulation of consumers.

3. LITERATURE REVIEW

3.1. Ethics

Ethics comes from Greek word „éthos,, has few meanings – morality, moral values, moral criteria, norms, ideas.

Main aspects of ethics are justice, rightness, discipline, effectiveness, moral consciousness, etc. It is a philosophical discipline, with main aim – morality.

Ethics – morality science

One of the main aims of ethics is to find rational basements to support moral statements, norms and to specify them. [9]

Ethics is single science, including rules and norms, which researches behaviour of single entities and also whole groups. [11]

These rules and norms express their society suggestions on basic behavioral principal – be good, not evil. Look into human’s everyday life and listen to conversation between two people on the street, they speak about what is right or what is wrong. Since they divide things to good or not good, they divide this way people around them. Ethics is focusing on research of principles which are calming behavior in situations, where they are free to decide. [2]

3.1.1. Morality

Word morality comes from Latin word „mos,, Translated as morality habit. Mostly means thinking, personality character or personal lifestyle. The morality reflects the relations between each person. It should show us how to behave in the society. As we are educated by our parents since childhood in the way that good things are better than evil. For sure this is much relative and we cannot direct ourselves this way. [11]

3.1.2. Division of ethics

Ethic is divided to analytic ethics, metaethics, fundamental e., normative ethics, which is divided to two subgroups individual and social. [11]

3.1.2.1. Description of each ethic types

Division of ethics into 3 basic ethic approaches:

- **descriptive ethics**
- **normative ethics**
- **metaethics [22]**

Descriptive ethics is interested in description. Describes and compares different suggestions. Describes moral values and decisions, which are preferred by society. Ensures factors, which are responsible for moral value images and basic expectations, which influence single processes of behavior and negotiation.

Normative ethics is norm reasoning. Is focused on facts, according to them people decision. It researches the values and responsibilities, which influence their moral decision.

Normative ethics is divided into **individual ethics** and **social ethics**. Individual ethics is an ethics of individuals and examine its behavior when trying on their personal well-being. Social Ethics works on a similar basis as ethics individual, with the difference that it is a benefit of all. This means that care company = care about their own welfare and the welfare of their love ones.

Metaethics coincides with the analytical ethics. It analyzes the language of morality. Metaethics analyzes ethical concepts and statements and examines the language of morality. Her biggest boom dates back in the 20th century, which followed the discovery of criteria that are different form of morality. [22]

3.2. Ethics in the working environment

3.2.1. Corporate Culture

Corporate culture consists of measures, norms, statuses, is not public, but describes the way how employees behave and negotiate. Measures give them the knowledge what is right or wrong. Organizational ethics includes all process norms based on communication between humans.

Necessary part of corporate culture is ethics. Corporate ethics is closely connected with code of ethics. Codes of ethics are summary of basic standards of human conduct and worker behaviour. [14]

3.2.2. Ethics on the workplace

Every other workplace judges the employees differently. Formally and also non-formally workers are rewarded according to effectiveness, communication and tendencies to help other colleagues, etc. We can say that personal manager prefers labour which has aspects of altruism, which means that this person works as a team and is supports employees which for example are missing sufficient experiences to be successful.

This judgement is working also in opposite way. Society should behave the way it expects from the others. [14]

The good relationship on workplace is most essential. Boss has to be as a good example for his subordinates, should have sense for equity, have a respect to junior employees and be able to help if necessary. On the other hand this person cannot be arrogant, is not allowed to prefer one person to another, should avoid of „bossing,, and do not hesitate to solve any problems. Junior employee should behave honestly and with a respect to his boss to become friendly atmosphere. [14]

3.2.3. Basic code of ethic aspects on the workplace:

- worker will perform his/her task honestly and conscientiously for employers pleasure
- worker will not brake the rules of proper behaviour
- worker will deal politely with the costumer
- worker will keep friendly atmosphere in the firm

In present the code of ethics is considered as mostly important and the company is supposed to keep the rules of this norm. This is close to business ethics, which is part of corporate culture. [14]

3.3. Business Ethics

There are several definitions of business ethics. In terms of business ethics reflection of ethical principles in all business activities, including individual and corporate values.[3]

Since ancient times ethics affront to human activities. With ethics can be found also in various professions. For example, in medicine, pedagogy, justice, journalism, managerial activities and, ultimately, to develop and ethics in business or business ethics. It belongs to the category of normative ethics, that determines how the person should behave and how to live. [4], [11]

3.3.1. Levels of business ethics

In practice three levels of business ethics can be distinguished: **micro** (individual), **midlevel** (firm) and **macro level** (national economy). Business ethics is defined as a reflection of ethical standards, which deals with the interaction between **economics** and **ethics**. [6]

The principles of business ethics require respect for the basic values without which a business activity would not be feasible. The business ethics apply ethical codes, which are tools of business ethics. [18]

3.3.2. The formation of business ethics

Formation of business ethics could be divided into 4 stages.

The first stage was founded between 1900 - 1920 and was known as "the process of finding business ethics." Entrepreneurs have tried to management development, which at the time marked as arts management.

Between 1921 - 1950 created the second stage, which was billed as "the process of development of professional and business ethics." To create business activities incurred professional societies and associations. Began to publish codes of ethics. Business ethics has come to be seen as part of management.

The third stage was called "a period of increasing complexity of business ethics" and dates back to between 1951 - 70 At this stage, the rapid development of business and increased the interest in business ethics, which caused a huge boom.

The fourth and last stage is called "a period when the business ethics became a separate scientific discipline." This phase occurred in 1971 and continues to current days. [19]

3.3.3. Creation of business ethics affects:

- partnership cooperation between business organizations, public and administrative institutions that may affect the level of the business environment,
- creative application of managerial ethics, morality developing subsystems within a complex decision-making ,
- creativity and complexity of the display while driving the development of measurable economic phenomena,
- Monitoring and influencing the development of measurable characteristics of corporate events affecting the ethical dimensions of management,

- systematic examination of the relationship between the qualitative and quantitative characteristics of economic phenomena and use the gained knowledge,
- analyzing the extent of interaction of qualitative and quantitative impacts and their causes in their assessment,
- Increasing the validity of indices of technical, economic and social development of verbal characteristics of selected phenomena,
- Quality of stimulating the development of social responsibility in the management of human resources,
- The application of leadership techniques to develop creativity motivation of workers in management and implementation of changes in the internal structure of the controlled object. [8]

Currently, some entrepreneurs and their firms behave unethically consciously or unconsciously. Do not respect moral standards. The possibility of motivation that should motivate entrepreneurs to ethical behavior of the company held ethical standards especially in economic terms, and that entrepreneurs should follow them or at least keep a few. [15],

Reasons

- Strive to reduce transaction costs,
- strengthen the loyalty of its employees,
- create a company image,
- enhance customer satisfaction,
- contribute to the loyalty of investors,
- contribute to profit
- cultivate business environment [15]

The most important aspects include the loyalty of employees. Pleasant working climate is very important for good long-term relationships between employers and employees. More employees trust their supervisor. On the other hand conflicts, spreading false information leading to a reduction in efficiency. To create a good image of the company is also an important employee loyalty, as it positively affects the environment of the company. A satisfied customer of the company can be considered as one who is satisfied with the products and services offered by the company and would like to return it. [15]

3.3.4. Contents of business ethics

Business ethics consists of 10 lines:

- 1) The first chapter deals with life as a fundamental and supreme human values
- 2) Streamlining work in management must be in accordance with the ethical requirements of your business with a diverse range of methods and forms of moral action.
- 3) Ethics extends to all parts of the business. Your place is also in accounting and statistics, which is linked to the ethics of tax in payment of contributions to the tax office , the district social security, health insurance companies and other institutions connected with the business. The purpose is to show the real outputs and abstain from financial fraud.
- 4) Ethics in competition and advertising is given arrangement of competitors who produce goods or services in adequate quality, quantity and distribute their produce at the required speed and reliability of delivery. During the competition often leads to unfair practices, defamation enemy, extortion and violence. In terms of economics should lead to improving the quality of goods, but due to poor morale leads to stagnation of positive factors. Ethics in advertising is a summary of the written and unwritten rules that are created on the basis of existing laws, based, for example, of the Consumer Protection Act, the Commercial Code, Civil Code and others.

The regulation of trying a number of offices created, for example, from the very consumer representatives, representatives of advertising agencies and other entities. So there are bodies having legal authority and can impose sanctions and shouts of corrective actions. Furthermore, there are entities that have legal effect, but can express some recommendations and, if necessary, refer to state officials.

In the case of ignoring the moral and ethical consequences would occur to generate material that would violate the law and could lead to the promotion of pornography to minors, violence, effects of extremist groups, alcohol, tobacco products, misleading advertising, false advertising, downplaying competition etc.

5) Ethics in production seems to be related to the environmentalist -oriented propositions and ways to prevent the distribution of products that harm our health products affecting relations between people, and so on.

6) Ethics in relation to customers, among other things, apart from the basic assumptions concerning peaceful coexistence, decency, honesty, reliability, responsibility and respect .

7) Ethics in business is tied to companies that do not produce a profit, but important to the company. Examples of such units include schools, hospitals, and other social facilities.

8) Promoting culture.

9) Creating a relationship of the employee to the company as creating employee loyalty promotion of economic and non-economic objectives of the strategic planning and the creation of corporate pride.

10) The last point is ethics in the conduct of business and requirements that are placed on the moral traits of entrepreneurs and managers. It is about relationships and ties to stakeholders and shareholders. Great emphasis must be placed on moral conduct business owners, managers, owners and other stakeholders of the company. [11]

3.3.5. Ethical behavior of company

The reasons why the company should behave ethically, there are several. One of the many ethical behavior at all levels of the organizational structures that form the basis of a strong corporate culture. Strong corporate culture contributes to faster internal communication to improve decision-making at all levels of the organizational structure, employees feel more connected with the company and also occurs as a result of the application of ethical behavior as a progressive organization. [14]

Ethical behavior is also active in the external environment of the company. Outwardly, ethical behavior manifests so that customers trust us and love to her back. It affects the creation of goodwill. It is positively to the supplier. There is more trust between them and the company and thus may arise better conditions for both sides, for example, may improve collaboration, reduce costs, etc. [14]

3.4. Ethical Codes

The Code of Ethics is a tool of business ethics. This file is systematically processed regulations and standards that govern the relationship between employer and employee. The Code of Ethics is the most used in ethical business management.

These include one of the most common tools of corporate culture. Especially abroad a code of ethics is still a popular form. The Czech Republic uses a code of ethics according to a some surveys less than 1 quarter o them.

Code of Ethics helps employers to the proper functioning of business organizations. The codes of conduct are emphasized overall activities of the company and the rights and obligations of employers and employees. This also applies to the external environment of the company ie. obligations of suppliers, customers, competitors, creditors, investors. [16]

However, there is no certain code of ethics that would be followed by all companies in the Czech Republic.

The content and structure of the code of ethics are different for each company. The differences are, for example, in the tradition of the company, the success of activity and size of the company and others. In the Code of Ethics should companies focus mainly on respect for rights, fairness of competition, safety and quality, conflicts of interests, relationships with suppliers, contracting, accounting valuation, exploitation and abuse of insider trading, corruption, environmental protection and so on. [15]

Any code of ethics should be drawn up so that he understood each user. Text should be concise and should contain a variety of business enterprise and its surroundings. It should not be too long not too short. The individual steps in the Code of Ethics should be well organized, go behind by the time sequence and have a system of order. [7]

The code of ethics specifies the ethical rules binding for all employees of the organization. It contains both a vision of ethics specific organization and methods of its gradual implementation. Opinions on codes of conduct vary. Some firms and companies are of the opinion that the Code of Ethics is unnecessary for their business. Obviously, as already mentioned on the previous page that the Czech Republic is the ethical codes of something new for the domestic business environment. It is for each company as of, and thus discovering that your own code of ethics will establish and follow it. The main reason for creating a Code of Ethics should be to establish principles and standards of ethical conduct. It should be based on the specific situation. The Code of Ethics is a document using tactical steps to fulfill strategic objectives.

The Code of Ethics may be directed to:

- the company as a whole,
- Internal organizational units,
- detailed organizational structure.

The code of ethics allows you to create and consolidate corporate culture that reflects the values recognized by the company. Improves corporate reputation and company name. The Code of Ethics is actually a "rescue" that protects the company against accusations of unethical behavior. In some cases, increase employee loyalty to the company. They are excited to work with just such a company.

When drawing up a code of ethics by the people who compiled it, did not focus solely on the internal environment of the organization, but also to the external environment. However, workers must be clear that compliance with the code of ethics is oriented to meet the business strategy as a whole. Management should emphasize the value of the major internal rules of the organization to compile a code, to set priorities. For the development of a code of ethics determines the purpose for which code is compiled. It is important to monitor its performance and regular updates or revisions. [7]

3.4.1. Advantages and Disadvantages of the Code of Ethics

To create a code of ethics and its subsequent compliance employers should consider its advantages and disadvantages. The benefits include a code of ethics that leads employers and employees to adhere to the corporate culture of enterprise and determine how to proceed in different areas in relation to the interested parties. Another advantage of the code of ethics is that thanks to the ethical code of the image from the perspective of the public greatly improves a company's overall benefits. Code of Ethics also helps to create a favorable working environment of a company that is very important for

workplace relations. It also helps to limit open communication with all components of the company and contributes to the effective management of the company to achieve a high level. Thanks to the code of ethics is to improve performance at all levels throughout the organization. It also helps to accelerate positive change and facilitate meetings with stakeholders such as customers, suppliers, employees and others. Other benefits include a code of ethics prevent superiors to their subordinates required for inappropriate behavior. Code of Ethics also helps to resolve conflicts and help eliminate unethical behavior in the company and also serves as a tool for management staff of the company. [15]

On the contrary, the disadvantages include the following principles for a code of conduct. The Code should not be drawn too widely, since it does not apply to the current problems in the company. However, when the code is compiled incomprehensible, it may be that employees do not understand the meaning of the code of ethics and will act accordingly. For employees may not be sufficiently authoritative code of ethics. Code of Ethics should not be too large, it acts on employee confusing impression. [15]

Implementation

It should be noted that an important component in the creation of a code of ethics is its implementation, without which the creation of a code of ethics was, we can say unnecessary. However, the development, publication and implementation of the code of ethics company, firm or company not obtain assurance that stakeholders company will automatically behave ethically. But it is important that despite the advantages and disadvantages of a code of ethics will help people remember and think about why they should behave according to the rules of the code of ethics. [15]

3.4.2. Distribution of codes of ethics

Ethical codes are classified according to the entity to which it is intended and in accordance with the content.

According to the content we distribute a code of ethics to:

- aspiration,
- educational,
- regulation.

According to the operator, which is determined by the Code of Ethics is divided into:

- company,
- sectoral,
- professional. [10]

Codes of ethics based on the content:

- Aspiration Code sets out the basic principles and actions of employees and describes him.
- Educational Code is actually a methodology for solving ethical problems that users encounter an ethical code of practice. The guidelines in the Code are described and interpreted so as to give them a good understanding of its users.
- The Regulatory Code are included exactly the rules and principles of ethical management. [10]

Ethical codes by subject:

- Corporate Code is designed exclusively for a company who provides this code. It directs the conduct of employees of the company. It has different forms and objectives.
- Industry Code is intended for a specific industry. It helps to eliminate dishonesty among competitors and prevents to gain competitive advantage between them.
- Professional Code protects the interests of the profession. Require their members to a higher moral standard than that which is required, and is intended for the general public.

[10]

3.5.Ethics in Marketing

3.5.1. Marketing

Marketing is the science that seeks an outlet for our products, creates and manages the market. Marketing in its modern concept differs considerably from sales (sales). It seeks to ensure that the company manufactured and sold goods to customer requests and in the future will require and by taking into account their needs and requirements, which adapts to the development of products, its design, packaging, pricing, forms and sales promotion. Marketing management deals with specific strategies for specific products in contrast with the daily activities necessary for the successful application of these strategies. Marketing management process is carried out in three main stages - planning, implementation and control. *[4]*

3.5.2. Ethical codex of the Institute for marketing

Rule I: Confidentiality

Members of the association will not disclose or use for their own benefit or the benefit of third parties confidential information relating to employers or business partners without their permission except cases where the basic information required statutorily.

Rule II: Honesty

Members of the association will deal honestly with customers, clients, employees, employers, suppliers, distributors and other general public.

Rule III: Well-intentioned

Members of the Association are aware of the fact that their behaviour can affect the behaviour of others, such as co-workers, suppliers, or customers in general. They will therefore require, encourage, forcing or behave in such a way that it would lead to immoral conduct in business relations.

Rule IV: Honesty

Members of the association will manage their business activities with honesty and will adhere to the principles of spirit and applicable codes, standards, regulations and business ethics so as to protect their good reputation, the reputation of their employers, associations and general reputation marketing or business profession.

Members of the association will comply with the national laws governing the rights and obligations business relations.

Rule V: The rights and obligations of the parties in the marketing exchange process

Members of the association will comply with applicable national laws governing the rights, duties and obligations to other participants in the marketing and trading relationships.

Rule VI: Competence

Members of the Association shall make every effort to maintain professional standards and will strive to ensure that other partners who work with them or for them to do the same. Members will regularly maintain and develop their marketing knowledge, skills and experience for the benefit of society.

Rule VII: Promotion / Advertising

Members of the Association shall respect the national laws and regulations in advertising and in particular. They reject and not engage in advertising that is misleading and false

not engage in coercive manipulation customers and misleading sales Practices will reject such a not engage in advertising sales , which could result in fraud on customers manipulation or undue customers , and will reject it.

Rule VII: The exclusion of those who do not follow this Code

The Association agrees that the findings of violations of the Code and / or proper investigation of the complaint against any member and its ability to appeal to the competent authority of the association, the association shall take appropriate measures to terminate the membership or decide on any method of redress poor condition.

A member who has violated the Code of Ethics is obliged to rectify under the terms of the association in other valid Articles of Association and the applicable laws and regulations of the country. [25]

3.6. Marketing Manipulation

Eight from ten prefer cleaning stuff xy people are use to hear very often this lets say statistical bases of the products or services

These statistics cannot be considered as relevant, because the choice of respondents might be purpose-built and the sample doesn't meet valuable choice.

Describes various tactics used for example at shopping moles, which forces peoples minds to buy more then they planned. One of them is aromatic smell in drugstore, relaxing music or purposed position of the shops which stimulates customers to spend more money.

In these days human is full of quickly pressed information which can be found on websites which is the strongest resource of marketing materials. [17]

3.6.1. Manipulative marketing meanings

The concept manipulation has few meanings. Many disciplines are connected with manipulation, such as medicine, manual job, where skills are required, then is used in administrative or in professional speech, where we call it,, statistical manipulation,, or manipulation with measures, etc. [24]

Fraudulent and purpose-built stimulation, where the human, who is not paying attention that is actually manipulated. To call it as a real manipulation has the manipulator the winner, not the consumer or customer.

Further is important the ignorance of manipulation from customers side. It is needed to highlight that the manipulator is not paying attention to consumers welfare and consumer also guess, that he had free hands to make a choice. [24]

3.6.2. Manipulative tactics

Advertisement, well know slogan for example yoghurt with extra pieces of fruits as successful promotion of the product cannot effectively work just with advertisement, but in practice people have to taste it.

Most important are these 4 phases – attention, interest, decision and action.

Manipulation of minds divided by 6 types of pressure tactics differentiated as weapons of influence. [5], [20]

3.6.3. Forces of manipulation

The first is to force somebody to make concession and subsequently persuade to for example pay the fee to charity, by various pleasure expressions like „ how are you, which continuous traditionally with answer „thank you, I am fine,, the person who is persuading now looks sympathetic and is more attractive to person to who is buying.

Second weapon is based on feeling guilty, which follows after we receive somehow,, present,, Next time to break this feeling we give to those people present of higher value.

Third method is connected with strength of famous personality authority. In these cases the power of advertisement is really strong and fact that famous actor recommends this product which absolutely doesn't have anything to do with his job is actually shocking.

Next forcing method is based on lack principal, when there is lack of something or product, we automatically consider, that it has to be quality and exclusive and we hurry with purchasing of this product. [5], [20]

Last weapon is „ social aspect „, Easily said, that instead of own decision and thinking trough all possibilities people prefer the opinion of majority, which we generate after „ logic,, consideration, that thinking of majority has to be valid. [5]

Usage of humans emotions, relaxing music, bright colours, feeling that we are free of negative emotions after buying product of any type, that we finally did something for us. That we are close to the picture of lucky family smiling and in trap we can easily fall in. [5], [20]

Propaganda is public spread of opinions, were the purpose is to persuade people to believe. The main aim is to influence their way of thinking.

We can say propaganda in different words, lie, distortion, screwing, fraud, delusion, manipulation of minds well know as „brainwashing,, [20]

Mostly spread forms of persuading are expressive and simple slogans, easily noticeable, fixed with background music and various keywords. Well noticeable are also TV and radio spots, dances and marches.

There are also other methods how to communicate to consumers.

Nonverbal communication presented for example by uniforms or hairstyles. But also you can easily get those from billboards. [5], [20]

3.6.4. Delusion

Delusion is a trap, by this method we can be intimidated by anybody.

„ Delusion is purpose-built behaviour (active-passive) of one subject (guide) with aim to disturb the illusion of another subject then its own.

3.6.5. Information versus disinformation

Disinformation

Purpose-built incorrect (fake, lying, incorrect, distorted) information shared with aim to influence the receiver and persuade him that the information is true and credible.

We divide disinformation as a passive (hiding, holding, delay of information) and active creation of incorrect information, modification of previous information or its context.

Recently used disinformation methods are for example creation of fictions, when somebody with strong personality persuade us by using mystification, in other words fake ,, reality,, (hiding) which is essentially similar to hiding of information, or simulation of reality.

Basically they are used synonymously, because if we simulate something, at the same time we hide the truth. [5], [20]

3.6.6. Unethical techniques:

Politeness of advertisement: according to codex is the advertisement polite, only if takes care of target groups, mainly the declaration and visual presentation cannot break the rules of politeness and morality of product and type of media. Also it is prohibited to decrease of humans dignity.

Frequency of advertisement: is closely connected with prohibition of using of humans innocence or no experience, hidden advertising and those which are focused on subliminal perception.

Advertising responsibility for society: unethical aspects are usage of fear, prejudice or superstition. Also advert cannot direct or support violence, dishonest national, race or religion feelings. According to code of ethics is also not the commercial which disputes religious habits and symbols for exact country. [1], [5], [20]

3.6.7. Fraud processes:

usage of half-truth, incorrect formulation with respect to consumer, repression of basic and important information, distorting name according to character of product, indirect comparison, disharmony between name and content, motive of fear and hidden advertisement. [1], [5], [20]

3.6.8. Manipulators Personage

In order to make people to choose for example to buy products or services they do not need at all manipulators have to use some practices, tactics, body language etc... [12],[13]

Division of manipulators

Sympathetic manipulator

Some people are able to make the others to sign some contracts within very first minutes even they do not know them. The reason is just because they are sympathetic. The appearance, image, something similar with the consumer, compliments, positive association tided with some contacts, famous people they both know, can influence the others the level of unconsciousness. The very first step is to **arouse sympathy** in others and **create friendly atmosphere**. They are smiling, attentive, generous, devoted, with the goal to make the people buy what they want. [13]

Charming manipulator

This type has something that people call charm, very good looking, clothes he wears, accessories, car... The overall image has to be perfect. In this case the eye contact is very important. He asks questions to the consumers that make them feel upset. But when the consumers are asking something he answers just evasively so he keeps secret about his personality. He takes what he wants but is able to give nothing more than compliments. The power is in the compliments that are not meant seriously. He perfectly manages step by step how to **fascinate** the others. Consumers that are sensitive to some of the personality aspects that he uses and abuses they just cannot resist. For example euphonious voice, pleasant movements, beauty, intelligence, knowledge, extremely nice behaviour, courtesy. [13]

Altruistic manipulator

In this case consumers can receive some gift or favour also something without asking but there is always but after that consumer can not reject to buy the goods consumers are offered to buy because they feel they are obliged to do it. This is based on **Principles of reciprocity**. [13]

Educated manipulator

This type of manipulator usually contempt the others for not having the equal knowledge and chooses to speak about the narrow specialised topics not many people know something about the way how he express in a way it is of course obvious. Sometimes cites names, dates and places without any further explanation. He makes us to feel in doubts despite the fact that we would like to learn something new. The style

and tone of the voice highlights that we met very educated person and therefore we are not too brave to ask any question. In case we would try to ask he would react by surprise. If he really knows the problematic he takes the floor and talks for hours especially if he has the wide public to talk to. If he touches the topics you are quite aware of you can start to realise that in some points he can either wrong or lie.

Manipulator relies on the ignorance of the others and uses the elements that increase his authority. Education, the job appreciated by the society, age or experience. [12], [13]

Respect for authority

How it is possible that some people make so huge impression on the others and awake the feeling of the tribute for authority. Some researches proved that human beings automatically react in a positive attitudes towards the well known authority. Naturally it does not come to mind of a person to doubt about the verdicts of the people who work in a field of science. Moreover people tend to submit to **authorities or the symbols of authorities unconsciously. The power of the manipulator that has also some kind of authority (even this can be just illusion) is able to manipulate the consumers to do what he wants instead of what they want. This power he has without consumer noticing it. Often consumers are sensitive in the same way to the symbols of authority (that can be artificial) as to the actual authorities. [12], [13]**

Symbols of authority

- **Title**
- **Dress code**
- **Accessories [12], [13]**

Shy manipulator

This type of manipulator hides the intentions behind the shyness and he do not talk to much. He judge by silence and looks without saying his opinion in the moment is needed. His presence can be very oppressive. Sometimes he behaves like weak, vulnerable and seeks help from the consumers and makes them feel the **responsibility**.

[13]

Manipulator dictator

This type bases the manipulation on **fears**. He can make some compliment to the others but just in case he needs something from the others. His behaviour is aggressive, authoritative, unpleasant. Feelings are no way present in any professional or personal communication. To reach the goals is the only thing that is important. *[13]*

3.7. Consumers behaviour

Consumer behaviour includes both immediate actions associated with the purchase or use of product and environment that makes it. It reflects a more general kind of "consumer essence" of each person, which is subject to partly genetic and partly acquired during the lifetime of the (human) society. Consumer behaviour cannot be dissociated from its relations to other aspects of human behaviour.

Consumer interaction is more or less a predisposition to a particular consumer corresponding to a specific decision of purchase. *[1], [12], [24]*

3.7.1. Consumer predisposition

Each person is to a certain extent and in a sense predestined, "pre-predisposed" to some consumers behaviour.

- **cultural predisposition**

The broadest level of conditioning a cultural environment. Culture creates the basic framework for consumer decision making in a particular cultural space.

- **social predisposition**

Within a given cultural area on the consumer's connections and relationships to various social groups. The strongest work groups that consumers are "closest" - especially family. The consumer behaviour is also reflected in the large - secondary social groups (eg social class). It depends also on what the role of social reference groups play in consumer decision (in this sense speaks of the reference group), what is the role of the individual in these groups, what is the lifestyle of the individual.

- **personal predisposition**

The influence of the external environment on consumer behaviour of an individual is greatly conditioned by his own individuality. The uniqueness of each consumer is connected with the three planes:

For each consumer is characterized by a combination of socio-demographic characteristics. Terms of such characteristics as age, gender, family size, education, occupation, income, assets, residence, etc.

Individuality consumer form but also his physical self. What is sure is healthy, etc. Some components of physical self can be seen, some not.

- **psychological predisposition**

The third position of the uniqueness of each consumer his mental disposition, observable indirectly.

The variety of psychological dispositions are reflected in the intersection interdependent forms features of perception, learning, attitudes, motivation, personality. [1], [12], [24]

3.7.2. Psychographic segmentation

In psychographic segmentation, people are divided into groups according to the personality, membership of a particular:

- **social class**
- **life cycle**
- **personality characteristics**
- **behaviour** (the buyer is divided by product knowledge, attitudes product, the response to the product) [1],[12]

3.7.3. Consumers preferences

Consumer behaviour is one of the levels of human behaviour. Includes both reasons lead consumers to use certain goods and ways in which to perform, including interference that this process is accompanied. Customer behaviour is another valuable aspect for market segmentation.

The common characteristics in terms of behaviour may include frequency of using the product.

Users of the product are therefore divided into strong, moderate and weak users and those who do not buy and do not use the product.

Another aspect may be **brand loyalty**. Some customers remain loyal to their brand and just buy it.

Some customers have a habit of only buy at the supermarket, others in the boutique. Others prefer to go shopping to the small market or the stock market.

One type of buyers prefers to buy carefully as buying in hurry. He would rather wait until his goods neighbour or friend buys the same product. Shopping habits can also be a useful criterion for market segmentation. [1], [12], [24]

3.7.4. Different groups of consumers

- **buyers** - they buy for their own use - you decide on buying it for yourself and execute it themselves consume (purchase snacks - I know myself that I'm hungry and I'm going to buy herself)
- **Households** - purchase not only for the individual buyer, the service uses more members purchase a single person, but also more people
- **organizations** (companies) - eg, budget-funded organizations - what she uses (office supplies) - do not use them to produce. [1], [12], [24]

3.7.5. Consumers roles

- **initiator** - the person who initiates the purchase (found it empty fridge and wants to add)
- **instructor** - may influence the final purchase (final decision)
- **the decision-maker** - will make the final decision (where, how, what to buy, how to pay)
- **buyer** - one who performs the purchase
- **user** - one who uses the product and satisfies their needs. [1], [12], [24]

3.7.6. Companies consumers behaviour awareness

Consumer behaviour includes all the activities that the customer takes place in connection with the purchase and use of goods or services.

The company should know what influences the customer - in order to successfully operate in the market.

It's not just the act of purchase of the product, but also the situation that preceded the purchase - the whole decision-making process.

When a company knows who the customer is and how it behaves - **uses it in marketing (communication) mix.**

3.8. Consumers Choices

In nowadays world people are very busy and have to cope with the complexity of the everyday tasks. They cannot afford to think in deep about every choice they have to make. People adopt easily sensible rules of thumb that sometimes make them loose themselves. They accept questions as posed rather than trying to determine if their answers would vary under alternative formulations. This is caused mainly due to limited time and limited attention and limited information. [21]

3.8.1. Neuroeconomics

At first sight there would not be many things in common for neuroscientist and a business school. Surprisingly the fact is that the business world has been focusing more and more on how the brain works. The study area of neuroeconomics has ecquired the basis in the past 10 years. Underline the focus on decision-making and specially the exploration of the brain processes that stand behind it.

Using brain-tracking tools for determination of consumers preferences of some products over others is called neuromarketing. Even that is quite inceptive field recently its popularity is rapidly growing.

There is an evidence found in recent neuroeconomics research consistent with two-system conception of self-control. Some section of the brain get tempted, and other sections are prepared to enable us to resist temptation by assessing how we should react to the temptation. From time to time the two sections of the brain can be in exacting conflict a kind of an encounter that one or the other is on the frontier of loosing. [21]

3.8.2. Choice architecture

The more choices you give to the people, the more help with decision making you need to provide.

It is usually good to provide people with lots of options, but when the question is complicated, sensible choice architecture guides people in the right directions.

Outcomes are affected by structure that is provided by choice designers. [21]

3.8.3. Nudges

Nudge - to **push against gently**, especially in order to gain attention or **give a signal**.

Due to the reason that people are aware of their weaknesses, they seek the help from outside. As they are using for example lists to help to remember what to buy at the supermarket or buying an alarm clock to help them to wake up in on time in the morning.

Combination of lack of self- control and mindless choosing can result in a series of bad results for authentic people. This is the reason why people need nudges in their daily life to help them to better understand the reasons for choosing the right decision and better understand the consequences that follow.

As these nudges can be also mistreated by the companies that are promoting their services and products.

For example large plates and large packages result in more eating. They are a form of choice architecture, and they work as major nudges. [21]

3.8.4. Elimination by aspects

When someone wants to use this strategy firstly have to decide the aspects according to their importance. If somebody is looking for the new flat firstly has to choose and state something that is really crucial for following decision. For example commuting distance and therefore establishes a cut off level that means that there is no chance to take a flat no more than a thirty-minute commute. This leads to the elimination all the alternatives that do not come correspond with this standard. Then this process is repeated, attribute by attribute (no more than 1500dollars per month, at least two bedrooms, dogs permitted) until either a choice is made or the set is narrowed down enough to switch over to a compensatory evaluation of the finalists

3.9.Social Influence

In this chapter the focus is to underline how and why social influences work. To understand those influences is important in the context for two reasons.

Firstly, majority of people learn from the others. It could be considered all right, undoubtedly. Learning from each other is the process how not only individuals but also societies develop.

On the other hand many of the most considerable misconceptions also come as the result from this process.

Humans think about themselves as autonomous individuals. Their internal abilities and desires drift them. Therefore exclusive responsibility for their own behaviour belongs to them. Notably this could be underlined when it comes to voting. Nobody who votes would ever admit even to herself\ himself that she\he chose particular politician because he\she already won in the neighbouring area. [21]

3.9.1. Social Influence and economy

There is no doubt that social influences matter to the economy.

These social influences are present in the areas of decision making processes concerning eating, political choices, as well as money. Human decisions about investment are often influenced by the decisions concerning investment of their friends or neighbours. Once in a while following what others do is reasonable. But not always and when investors travel in herds, they can get into serious trouble. [21]

It is also supported by social science research. The more numerous the choices are the more people tend to **SIMPLIFY**.

When consumer choices are limited as an example we can use an ice cream shop with three flavours. All the choices including these three flavours no matter the order will be ok. The Moreover effects on choices are going to be less significant because people know what they tastes are.

The different case is when alternatives become more numerous and more complex. The people who design choices for the others have to think more about the choice architecture and suggest more complex design in order to influence choices (**for better or for worse**). [21]

Approaches

Broker approaches the borrowers, he behaves like he is helping them. Solicitation can be done personally, via e-mail or using any other medium.

As an example we can use a home improvement contractor who stops by a house and suggests renovation and refers the residence to a mortgage broker. [21]

Buroacracy

Sometimes the problem is caused by good intentions. Some companies that want to help the people can try to summarize the terms of the loan in clear language to the consumers. Important is not just the language they use but also the amount.

Because it is difficult to recognize the truth when it is buried in a millions of pages.
[21]

Sometimes the companies are making advantage for them by burring the very important information in many words that does not mean anything and abuse the consumers by doing by purpose or just relying on that the consumer will not read it or calculate etc...

3.9.2. Predatory loans

Exploit ignorance, confusion, and vulnerability of the people. Predatory lending is any misleading or dishonest lending practice that targets uninformed homebuyers or borrowers with poor credit.

In fact, it is possible to assume that choice architecture market focusing on mortgages would be better updated. *[21]*

3.9.3. Credit card addictions

Concerning addictions on credit cards it is possible to find comparable figures many countries, and it going to be better in the future.

In the era when there were no credit cards the families were using more or less accounting system pay –as-you-go. This is the reason why people use moneyboxes labelled according to purpose of the payment. In these days when you are at gasoline station for example and do not have money with you in your pocket to pay for the gas for your car, you can always use your credit card. Credit cards gives the possibility to spend more than in cash because people do not see the money physically and therefore tend to spend more. [21]

*"One study by Drazen Prelec and Duncan Simister found that people were willing to pay twice as much to bid on stickers to a basketball game if they could pay in credit card ether than cash. **There is no telling how much money people pay with the cards in order to get those precious frequent flyer miles.** And when the spending limit on one card is reached, there is always another card to use, or a new account can be opened using one of the solicitations that arrive almost daily in the mail announcing that you have been **preapproved.**" [21]*

3.9.4. Pension plans

People have to calculate how much money they earn during the rest of their life.

In order to understand how much they will need for retirement and save enough to have a comfortable retirement and not to give up too much while still working.

As a clue how to think rationally about the conservation of this theory is excellent, but as an approach of how people actually behave, the theory leads to two serious problems.

First, it assumes that people are capable of complex mathematical problems to determine how much to save. Without a good computer software also good economists would be in troubles. We know little of economists and lawyers who have all made a serious attempt to do it with software.

The second problem is that it assumes that people have the will to implement the corresponding plan. [21]

3.10. Consumer protection

From laws dealing with consumer protection to mention few that are playing important role.

Previous adjustment was in § 51 et seq of the Civil Code focusing much of the Law on Consumer Protection (still valid and revised), but fixes a lot and specify the judgments, not only domestic (dedicated to especially the European Court of Justice). The whole consumer protection de facto based on the implemented EU legislation (in particular Council Directive 93/13/EEC on unfair terms in consumer contracts). A lot of regulations that indirectly touches (like the Act). Designations of origin and geographical indications, the rules governing the information provided on the packaging), which, while primarily necessary to regulate something else, but provide consumers with adequate and clear information.

Otherwise, in addition to laws and commentaries on them, which is considered a basis is probably good look just to the case law. The bank charges that the clients wanted to sue collectively, we see the impact of foreign judgments in our system. Laws are in forms of consumer rights very abstract and interpretive case law of the total letting area. The web browsers concerning this topic should be very careful. On the other hand there are also some pages that seem to be relatively objective. :

<http://www.dtest.cz/strana-24/brozura-od-dtestu-zdarma>,

<http://www.dtest.cz/clanek-2134/publikace-pro-spotrebitele>

Most of the consumer sites have a tendency to slap consumers on the shoulder, "you're a consumer, the law is always on your side", which is not entirely true. It is very interesting to observe how reflection of how consumer protection is in conflict with the fact that anyone can contact a legal reason to expect that this is a person with reason the average person who knows how to use it, which is what we are talking about, finishing protect the consumer in distant contracts primarily denies.

4. PRACTICAL PART

The research has been made concerning the marketing manipulation awareness and personal experiences.

Quantitative and qualitative methods have been combined. Questionnaires have been distributed via e-mail, paper and social media. Concerning the detailed experiences the method of unstructured interview has been conducted. Also the observations has been made.

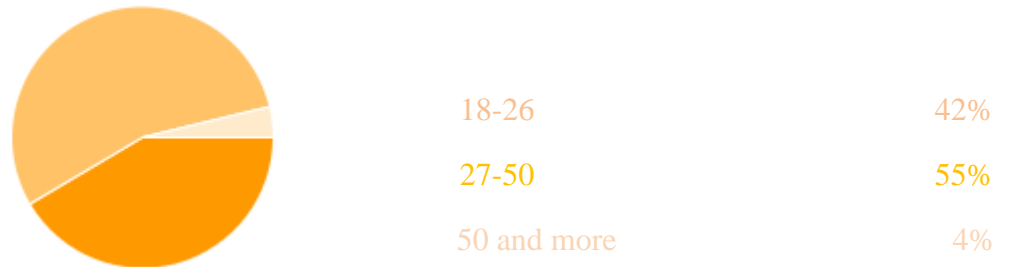
1. Gender



Woman	68%
Man	32%

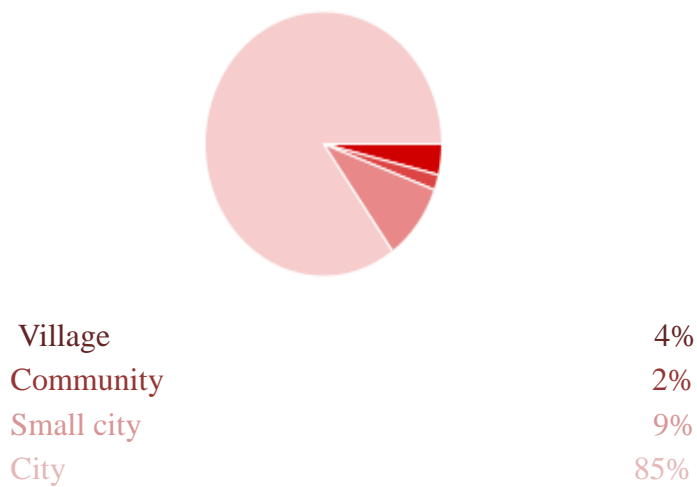
The first question from the questionnaire was focused on gender of respondents. From the results could be interpreted that more women more than men are interested in the topic of Marketing manipulation.

2. Age



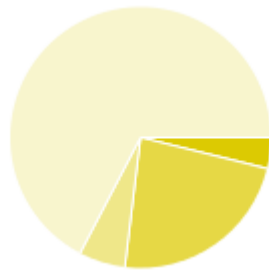
The second Question was about age the majority of respondents were ranking the age from 27 to 50. The significant part of answers was 18 to 26 and the minority was 50 and more. The results can be interpreted that the internet and social media are not very often used by the most vulnerable age group that falls to marketing manipulation and there is a questionmark which media to use to be more effective with this group.

3. Current residence



Current residence of respondents was from majority big cities. On one hand there can be less vulnerability in the smaller cities and villages because there everybody knows everybody and the experiences are spreading quicker and the subjects that are manipulating consumers are not on each and every corner comparing to bigger cities. On the other hand the feeling of need to compare with others by the things that people own and show to the others can be higher in smaller cities or villages. Also less supply of some goods than demand in some regions could help to create the space for manipulation for some companies that could take the advantage from.

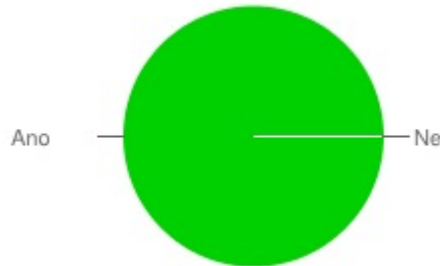
4. Education



Skilled	4%
Secondary	23%
Higher professional	6%
University	67%

Most of respondents were University students and the second most present group were people with secondary stage of education reached.

5. Have you ever heard about marketing manipulation?

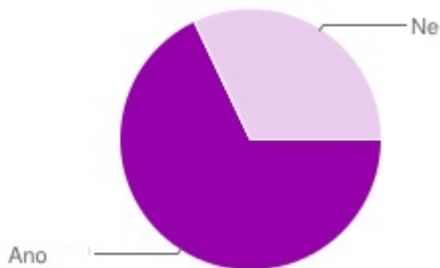


Yes 100%

No 0%

From the question number five could be interpreted that marketing manipulation is the phenomenon that for majority of people quite usual and known.

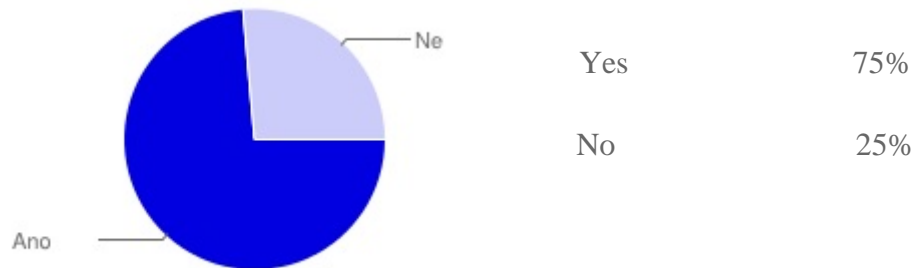
6. Do you have any personal experience?



Yes	69%
No	31%

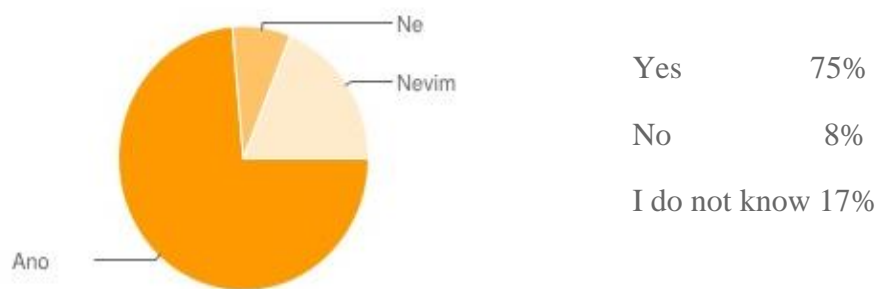
The fact that almost three quarters of the respondent have personal experience with some kind of marketing manipulation is quite alarming.

7. Does somebody from your neighbourhood have experience?



Exactly three quarters of respondents know at least one person from their environment who has some kind of experience with any means of marketing manipulation. This is very important because it can be seen that the more people would fill there would be always at least plus one person around them (In theory).

8. Do you think is possible to avoid marketing manipulation?



The majority of people think that is possible to somehow overcome the volume of marketing manipulation.

9. In case you have been victim of marketing manipulation did you receive any compensation?

No	3%
Yes	97%

The question number 9 is very important because almost 100 percent of the people who responded and were victims of marketing manipulation did not receive any compensation.

10. Have you stayed loyal to the brand, good or service afterward?

Yes	18%
No	82%

Question number 10 evoke what are the reasons behind because either the almost 20 percent of the people stayed loyal from the fact that they have had contract signed and had to continue with these providers of goods or services or just the brand recognition and the social statuses they provide have stronger forces.

MOST FREQUENT AND UNIQUE CASES CONCERNING MARKETING MANIPULATION IN INTERVIEWS

Most Frequent examples

OPERATORS

ENERGY PROVIDERS

ROAD SHOWS AIMING TO DIRECT SALES TO ELDERY PEOPLE

ADVERTISEMENTS

GOODS FROM CATALOGUES

PERSPECTIVE FROM THE OTHER SIDE (experience of people who have been obliged to manipulate with their customers)

Unique cases

REVINDING OF TACHOMETER ON CARS

SHOP ASISTANT

PROLONGING OF THE CONTRACT IN A FITNESS CENTER

EXCHANGE RATES at EXCHANGE OFFICE

OPERATORS

People just come to their mobile operators to **ask information** about their tariff, but it turns to that the shop assistants **try to sell a tablet** which people do not want to, and at the end they say so here just sign it and the tablet is yours. **Lies about tariffs and prices.**

ENERGY PROVIDERS

Dealers that are posing as employees of particular energy providing company for the reason of controlling the documents by the one that users already have.

While checking contracts and price adjustments persuade to sign papers that have a contract for a different company that provides energy. Moreover these dealers most often visit the old people that are very nice and let them in inside their homes.

When they read the agreement later found out that the **seller wrote in the contract earlier date, and it was not possible to withdraw from the contract.**

ROAD SHOWS AIMING TO DIRECT SALES TO ELDERY PEOPLE

There is most essential problem nowadays, we call it road show. Most intensive and easily working in many smaller cities or villages.

Company does advertising via posters on the main roads, because retired people don't care about social networks. The information flow is actually easy, people give the information to the neighbour etc and this type of communication is trustful for the others, because the entrepreneur gives the information like a recommendation and

people, mostly retired people are conditioning each other to visit road show. Advertising is done by small posters, billboards or bulletins where they put fraud information, not always are the information lying, mostly they use half-truth, it is because the important information and fees are written with small font or hidden in pictures. They also use screwing of the sentences, changing of word positions. Companies offer free buses, which take those people to location. The location is mostly small congress hall, old fashioned shopping centres and forgotten buildings where more than half of people don't care about where they are.

The show begins with registration of people who are attending, it means just cutting the invitation cards to disable further use of this invitation.

In case of younger people attendance they have special unwritten rule that this person can influence rest of the group and mostly is refused from the road show. This fact is actually shocking and is one of the aspects which judges the company as a fraud.

Sometimes people are forced to give cell phones to responsible person who hides it till the end of the show. This is to avoid of contacting people from the outside, to avoid of interruption of the fraud seminar. Known method is also that visitors are disabled to go to the toilet or anyway escape the building or room.

Mostly sold products are stainless-steel equipments, additionally knives, biolamps etc. The best working fraud is to persuade those unlucky people with the fact that this product is unique, is the only on the market, is patented and there is no doubt about it.

If anybody complains, is immediately pushed down with arguments such as „ can you please kindly calm down and do not disturb other people, do you want to be ashamed?„

Do you really want to be the one who is complaining? And in case rest of people are scared of joining this person there is no chance to be understood. The rest of the seminar flows with fear and uncertainty. Visitors are accused that they are the side which has to receive the information carefully and has to buy some product in case they won't they are ashamed that they brake the rules of politeness, that the company is behaving to improve visitors welfare, even if it is in opposite way. Every company has its own behaviour and methods, one is impolite, second is aggressive, but they cannot be successful without using these methods, actually this fact is alarming.

After this dishonest seminar hostesses or assistants are manipulating those visitors to purchase the product, firstly as a group and then individually. The use blank paper methods, limited time offer than the worst, it means physical tackle and manipulation. People are that scared that they sign the contracts and mostly lose this one-sided fight. Unfortunately those unlucky people are scared by the company that they will lose the permission to return back, so they sing the contract under pressure and fear. Afterwards, after they receive their freedom, fresh air and cell phones they immediately contact younger member of family, and they are trying to cancel the contracts as soon as possible. Rest of it is solved at home if there is any chance.

We don't have exact ratio of successfully cancelled contracts, it depends on many aspects. On conditions in contract, on behaviour of call operators and many aspects. If there is no chance using lawyer, mostly working is to publish it to TV programme.

Analysis of road shows

Advertising of road show

posters, bulletin, small billboards

Transport:

Free buses

Location

Old houses, forgotten buildings, old-fashioned shopping centres, hidden places, with security

Methods during road show

Make most people feel guilty, scared, imagination of better life, you are doing it for yourself, the product or service they offer is unique, only one, special, with special addition, tested, approved

Contract sign

blank papers, introducing attendance sheet as important, then the signature is used for the contract, people often give their identity card and forget to get it back, company has all aspects for the contract

Further solution younger members of family or children are negotiating cancelling of these contracts, using lawyer or TV programme.

SUPERMARKETS

Falsely reported **prices** for different actions or just for a **different weight, buy one get one free, limited time offer, special offers, loyalty cards** that make people to think that **the more they spent the more they get** which is not truth in the reality.

GOODS FROM CATALOGUES

After subscribed to one advantageous offer from the catalogue there were **sent others goods that has not been ordered. Followed by a period of two years while sending the bills to pay and threats to frighten. Inability to reach anywhere or nowhere physically occur.** After sending a total of indiscriminate letter with the goods the pressure stopped.

ADVERTISEMENTS

Most of the people have experience with advertisements in a sense there the **information asymmetry** is present because the companies are trying to sell some products and in the description of this product **contents** or the **feelings** or **attributes** in advertisements **do not reflect the reality.**

Here are two examples that respondents mentioned in the answers.

Snack

One of very known snack sweet product catches the attention of consumers on chocolate taste, but the reality is that we can easily see on the package that the content is just cacao cover.

Twenty seconds long advertising with addition of music begins with moment, when woman sitting on office chair bites the snack. It continuous with zooming camera in woman's face, when we can easily see her expression. Then cut and camera is showing detailed shots of flowing milk, cream and chocolate, which are accompanied by men's voice.

In case we are focusing on woman's expression in first shot, smiling woman is indicating relax, satisfaction and non stress. Hand by hand with zoomed shots of milk, cream and chocolate is the consumer dumped with possibility that he can relax just and only with this snack.

This is slogan is highlighted at the end of the advertising.

The office environment is giving to the people the feeling that thanks to that snack we will feel lucky everywhere even at work. Lucky modern times – offers the ideal world without stress and rules, where human is just enjoying the life. All the complications are erased and human is focusing just on fun and pleasure.

Food for dogs

One of the companies producing feeding for dogs focused their advertisement on saying that the dog life will be prolonged by 2 years even with words that is supported by scientific research. Connection of the words,, up to 2 years of healthy years more, can announce that is the only feed to become 2 years of dogs's life more.

The owners of dogs would by this food for this reason.

But it cannot be guaranteed by the manufacturer. So that is just the instrument to catch more consumers.

There was a text under heading,, up to 2 healthy years more,, that was not very visible for ordinary people.

Study interested in nutrition programme according to values from websites actually took 14 years of research. Forty eight dogs were tested, during that was really recognized that in right way of dogs growing was the dog's life prolonged by 2 years.

However it cannot guarantee that it will work on each dog.

In this advertising we can speak about highlighting and on the other hand about information repression of the reality.

PERSPECTIVE FROM THE OTHER SIDE (experience of people who have been obliged to manipulate with their customers)

Door to door CD selling

Some of the respondents mentioned that they have been part of the big machineries and trained how to manipulate with the consumers. Their experience could be really useful in order to raise awareness about the Marketing Manipulation.

Some respondent dealt for period of time with doorstep selling of CD. They were trained to use precisely chosen **words**, **gestures** and **movements** to induce customers to purchase.

1) Eye contact

2) Give the CD in hand of customer

3) Underline advantageous offer (lie)

4) to mention besides you the neighbours or people from surroundings

have also bought this CD

Energy providing

He started to work as a meeting manager, he was calling to people who were asking for a job in, He was negotiating meetings and business interviews. After this position was taken by receptionists, there was opportunity to,, upgrade,, to dealer of services position. He didn't have any experience in such market previously. His ex-girlfriend was working there as a personal manager so he got this position easily.

First days were in style of teambuilding which took place in the same building as the company works.

The manager was responsible for him, firstly he saw him he thought he is not such a person who fits his restrictions for business assistant. To be exact, he knew what will be his role. He will undergo teambuilding to become salesperson of Bohemia energy. Was scared of the methods they use previously, because he got any information from the internet, but the reality was bigger of cruelty.

It all began with teambuilding based on playing football in a circle with suits, really funny. Aim of the game is to push the man who is in the middle of the circle to be as a lion, if he is weak he cannot catch the ball and also as they said, cannot catch his customers and complete the contracts. They were true, he was weak, he said he is of a different type of personality he was softly running behind the ball and rest of his future colleagues were laughing.

This was really stressful and exhausting for him. He remember that they got some materials as notebook, professionally looking suitcases and rest of necessary stuff for professional „business look,, Our team leader (team builder) was catching our attention with many social games and they were getting to know each other.

A lot of argument such as ,, do you want to have a lunch in a fifth class pub where everybody smokes and the cook isn't able to prepare better then eggs, or just simply sit in a luxury restaurant and get salmon with parmesan decorated potatoes? Arguments like,, who wants to be the best, who is the best, who will sing 10 contracts per a day,

who will be team leader. They were often repeating the same, such as, if you want to be successful you have to give to our company 200 percent, you have to give up your hobbies, your free time, you have to connect your friends and family. You have to!!!

All of them as a novices or beginners got their personal lecturer, he was connected to young boy, he was only 19 and was one of the best. After all exhausting processes they were pushed into cars in 5 people like sardins, their team leader took them to Prague 7, directly to district of Prague Holešovice. After they escaped our ship, their manager have chosen one of his classical motto, screamed, rest of my colleagues repeated his words loudly. Now they were free to go and get their first success in a new business. His boss entered the first building They were close and the first door were really stressful for him.

Trainer wasn't nervous at all, his face was cold and his brain was ready for everything, prepared to fight, to score his promised 10 contract, which means in this case 2 contracts by one customer because this location is with gas and electricity, so that is more easy to get your points earlier. Respondent does not exactly remember who was the first shocked customer but he knows they started with older people, because is easier to ice-break and get their attention, but some of them can behave aggressive even if they just enter the building. But people who were like this were just 10 percent of the whole group.

Surprisingly for him the first day was really successful but for his colleague not for him. Mostly was interested in polite and gullible, sometimes it made me sad how easy they invite strange people to their accommodation. The lecturer had big advantage he looked so prepared, so trustful and young. On the other hand he used a method which is called „half-truth,, he always introduced himself as a electricity controller, revisor, he often screwed the name of the company he represented and 90 percent of his second sentence in introduction sounded like „I would like to see you year electricity plan or budget, so that people thought that he really wants to check if the services are ok. He estimates 70 percent of people who opened the door were able to talk to him and he thinks one half of opened door he entered the flat directly without asking if he is allowed. This was not believable, how those people can so quickly receive strange people in their flats.

One of the strongest experience was with 90 years old woman who received them to her flat after 20 seconds of some phrases. This living was really large and full of paintings and estimated that those pictures might have high value, doesn't matter if financially or morally. He asked her where did she get it, she answered that her dead husband was academic famous painter. But what was really shocking that 2 men in dressed in suit like they were, have stolen one half of those pictures after they illegally entered her flat while she was in. Of course they finally signed the contract with her and this was one of his last visit of old people who he likes and has a big respect to them. He actually does not remember how many days he suffered but thinks it was about like 5 days, last day he escaped from his group, trainer was immediately calling him where is he, but no answer, He felt so terrible, He felt sad , he felt like this cannot happened anymore.

This is his last experience. He would like to recommend not to waste any time with those companies and if somebody will feel something wrong with his close friend who is calling and offering non-binding meeting which is purpose-built phrase of such companies. You will probably hear different colour of your friends voice and different gestures. Do not meet your friend till he leaves the company, this is the only way how to avoid of people joining these fraud jobs.

Type of advertising:

door to door sales of cheaper energy

Methods of salesperson training taught by employer:

sports, activities, business phrases, aims (what is his first purchase for earned money, what he 's going to purchase as a long the commodity), feeling of happiness on the other hand feeling of weak person, forced to be better, behaviour reminding sect

Methods of salesperson negotiation with customer taught by employer:

persuade consumer that this product is the best for him, don't give a chance to have a dialog, the whole negotiation is just from salesperson side, salesperson is a boss

Real behaviour of the trainer and his methods:

we can describe him like a sympathetic manipulator mixed with aggressive manipulator, something between, often turned phrases from formula and behaved like he represents the company which originally supports this location with electricity, screwing of phrases and single words can easily confuse the customer or on the other hand keep attention, that this is probably something like cheaper update of the contract, when people didn't want to enter him he turned himself to aggressive manipulator, not that way of vulgar or physical, but sometimes he used for example the foot to disable closing of the door, this started fear in old people, so that he was successful afterwards.

UNIQUE CASES

SECOND HAND CARS

- **Rewind tachometers** - you pay more than the actual value of the vehicle, plus take security risks
- **Rejuvenated vehicle** - you pay more than the actual value of the vehicle. By falsifying data of first registration by importing logging vehicles on the basis of falsified copies of Technical Documents. Vehicle prices are not set by year of production, but by data first registration: thus, differences selling price of the vehicle price premiums price of financial services - leasing / loans
- **vehicle with untested origin** - for example, buy a vehicle after a total crash
- **redesigned vehicle** - risk losing all funding to the seizure of the car, registration inspection is no guarantee
- **technical condition of the car** - the need to consult with an expert or service

Imports of used cars is a good opportunity for fraudsters to change a number of vehicle data and more on its sales in the Czech Republic.

SHOP ASSISTANT

One experience was touching very interesting question. Is it a duty to buy something when you enter the store?

They were on holiday with a friend and went to peek into the shop with cut stones. They were beautiful, yes but do they really have to buy every time they walk into the store? Mrs saleswoman was following them everywhere they went asking if they have selected already something. Initially it was normal way of offering goods, but then it started to make them **feel guilty** because they were intended to buy anything. It finished like they turned out that they took two souvenirs.

In the respondent view, this obligation is not a business is a service that balancing on the border of politeness between the seller and the customer. What can be understood mean by that customer and the trader should respect and not to go into store as in the gallery.

PROLONGING OF THE CONTRACT IN A FITNESS CENTER

One of the unique experiences included the contract with one fitness centre.

The person decided to be a member of that fitness centre for the period of one year.

Her duty was to obey to pay particular membership per month. After first visit the person realised that has to pay extra services another budget extra services that were supposed to be covered by the monthly payment. **Moreover neither anybody from the staff was mentioning nor in the contract was written that people have to announce that they are not going to pay another year two months in advance. I they do not do it the contract will be prolonged automatically for extra 6 months.**

EXCHANGE RATES at EXCHANGE OFFICE

misleading advertising in exchange offices, charge information written in small print,
promotion of preferred courses but actually varies for different ...

5. RESULTS, EVALUATION, RECOMENDATIONS

Results

It has been proven by both parts in the literature review and also practical research that there is the space for marketing manipulation.

We have to take in account that the answers are very subjective according to the personal experience that they have undertaken.

Recommendations

Before any purchase of goods and services take a deep breath and remember:

- Know personal rights
- Do not sign before reading and understanding the contract and its consequences
- Do not react to the words **sale** add **for free**
- Assertiveness
- Suspect
- Precaution
- Leave emotions aside
- Have time to decide
- Rational thinking
- More frequent visits of relatives
- **Peer** education

6. CONCLUSION

There are several companies in the market of the Czech Republic that are targeting in the unethical direction.

The aspects if the fraud companies sustain principally depends on consumers, their decisions and actions that mostly support their non ethical performance. Some people are often complaining how is possible that those firms are still alive, but they do not anything against it.

Outcome of this thesis is a statement that marketing of all types persuades us to buy products which we don't want and also don't need at most. Methods of advertising are so strong to change our real needs. Most consumers are weak and can easily be broken by company's brainwashing techniques. Some of techniques of marketing are forcing but some are really aggressive. It just depends on the consumers how they are able to face this problem, how they react and give possibilities to those companies to sell more. The only way is to aware of these companies which use it, be patient and help another people with decision, if they are vulnerable and can hardly have their own.

The only outcome of these techniques is company profit maximization not consumer's welfare.

Raising awareness about the issue is very important as well as seeking and screening the sources of information.

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