



CUSTOMER MANIPULATION IN A RETAIL OUTLET AND THE CUSTOMER'S PURCHASING DECISIONS

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Abstract

The customer is one of the most significant participants of economic processes. However, not all purchasing decisions that consumers make can be deemed as rational ones. The irrationality that accompanies consumers when shopping arises from the human psyche and personality, where conscious acts of making choices merge with external stimuli (e.g. manipulations employed by retail outlets).

The basic aim of this study has been to determine the awareness of manipulative techniques used in shops among consumers, and then to try and evaluate their effectiveness. The study is an example of survey research and it used an online survey as a research tool. The study was participated by 194 respondents.

The research results show that according to the respondents the manipulations most often used are: psychological pricing ('odd prices'), promoting a product by offering some tangible benefits (enhancing the appeal of a product) and placing products near checkouts in order to induce impulse buying.

As for the effectiveness of the analysed techniques, it coincides with their intensity. Apart from the ones mentioned above (manipulating prices, promoting sales and checkout zone), a proper and interesting arrangement of the shop's layout is worth attention. The respondents declared that fragrance marketing was demonstrably less effective.

Most respondents do not consider manipulations targeting the behaviour of clients as unethical actions. There were no distinctly negative attitudes to the applied manipulative techniques. Based on the survey results, it can be concluded that manipulations of customer behaviour in retail outlets are very common, if not standard actions. Customers understand how such manipulations work, are at least to some extent vulnerable to them and, most importantly, are satisfied with them. The respondents see manipulations in the context of benefits that can be gained rather than the costs they can incur.

MANIPULACJA KLIENTEM W PLACÓWCE HANDLOWEJ A JEGO DECYZJE ZAKUPOWE

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Słowa kluczowe: manipulacje, klient, merchandising, sensoryka, promocja.

Abstrakt

Konsument jest jednym z najistotniejszych uczestników procesów gospodarczych. Nie wszystkie jego decyzje zakupowe można jednak określić mianem racjonalnych. Irracjonalność towarzysząca konsumentom w zakupach jest efektem ludzkiej psychiki i osobowości, gdzie mieszają się procesy świadomych aktów wyboru z bodźcami zewnętrznymi (manipulacje stosowane przez podmioty handlowe).

Podstawowym celem przeprowadzonych badań było określenie rozpoznawalności przez konsumentów technik manipulacyjnych stosowanych w placówkach handlowych, a następnie próba oceny ich skuteczności.

W artykule wykorzystano metodę badania ankietowego. Narzędziem badawczym była ankieta internetowa. W badaniu wzięło udział 194 respondentów.

W wyniku przeprowadzonych badań można stwierdzić, że w opinii konsumentów najczęściej stosowanymi w handlu manipulacjami są wszelkie zabiegi kształtujące cenę produktu w aspekcie psychologicznym (ceny niepełne), elementy promocji sprzedaży dostarczające namacalnej korzyści (co podnosi atrakcyjność produktu) oraz umieszczenie towaru przy kasach, w celu zachęcenia klientów do dokonywania zakupów impulsywnych.

Jeśli chodzi o skuteczność badanych technik, to pokrywa się ona z ich intensywnością występowania. Oprócz trzech już wymienionych (manipulacje ceną, promocja sprzedaży i strefa kas), należy jeszcze zwrócić uwagę na właściwą i ciekawą aranżację sklepu. W deklaracjach respondentów wyraźnie jako mniej skuteczny jest postrzegany marketing zapachowy.

Większość respondentów nie odbiera manipulacji służących do sterowania zachowaniem klientów jako działań nieetycznych. Nie odnotowano wyraźnych postaw negatywnych wobec stosowanych technik manipulacyjnych. Na podstawie zaprezentowanych wyników badań należy stwierdzić,

że manipulacje zachowaniami klientów w placówkach handlowych są bardzo częstym działaniem, a w zasadzie standardowym. Klienci rozumieją ich działanie, przynajmniej częściowo, są na nie podatni i co najważniejsze są z nich zadowoleni. Respondenci traktują manipulacje zdecydowanie bardziej w kategoriach osiągniętych korzyści, niż ponoszonych w związku z tym kosztów.

Introduction

In the face of growing competition, a key to developing an effective system of communication between an enterprise and the surroundings is to understand consumer behaviour and the mechanism of decision-making by consumers. Research shows that as many as 70% of decisions are made by a consumer while doing the shopping. This is why there are so many marketing activities carried out at points of sale (Witek, 2006, p. 72), which may be seen as manipulating the shopper's behaviour.

Manipulation is understood as exerting some pressure on another person and purposefully misleading that person, but also as setting up such conditions that will increase the chance that the manipulated person will act, respond, accept certain opinions, views or attitudes as intended by the manipulator but not necessarily in the interest of the manipulated person (Bańko, 2005, p. 47). Manipulation means abusing one's trust or taking advantage of one's lack of knowledge in order to take control over the manipulated person's behaviour and thereby to gain benefits (Martysz, 2015, p. 112).

The goal of manipulation in the economic sphere is to exert the planned and deliberate influence on consumers, guiding their behaviour. The success of manipulation arises from the consumer being unaware of the actual reasons why some techniques affecting his purchasing decisions are employed (Rybanská *et al.*, 2019, p. 289). While being developed, manipulation techniques have become increasingly sophisticated (Podolski, 2019, p. 115).

This article raises the most important questions associated with manipulation techniques shaping the behaviour of consumers that are applied nowadays in retail trade. The discussion proceeds through several stages, where the following aspects are focused on:

- merchandising and some of its basic techniques;
- sensory marketing;
- psychological pricing;
- sales activation and some of its basic techniques, and
- presentation of own study results, concerning knowledge and attitudes of consumers towards some of the manipulation techniques mentioned above, which were submitted to an assessment by consumers.

Merchandising

Merchandising is a set of techniques to display merchandise in retail outlets, which significantly control the flow of customers in a shop and affect their purchasing decisions. The principal aim of merchandising, as highlighted by Nowacki (2005, p. 147), is to raise sales and consequently the revenues of enterprises. However, apart from this main goal, merchandising also aims to (Rybowska, 2018, p. 168):

- strengthen the loyalty of buyers;
- strengthen the reputation of an enterprise and its market position;
- shape the image of a shop;
- direct the customer's attention to advertised products.

The display of products and the arrangement of shelves in a shop are carefully thought out so as to arouse the buyer's interest and the desire to buy more products than intended. Merchandising is a set of specific techniques, where no improvising is expected. The best chance to be sold is had by the products located on shelves at a height of 120 to 160 cm, that is within the customer's eye level. Slightly worse, but still attractive are the shelves at a height from 80 to 120 cm, within the customer's reach. Shelves above 160 cm and below 80 cm are definitely less favourable. The probability of selling products placed on these shelves is much lower. They may go unnoticed or their purchase entails some physical effort (Matysik-Pejas & Pakosz, 2013, p. 344).

The optimal layout of customer flow routes, location of shop furniture, refrigerators and freezers, and the display of products, particularly the distribution of product categories, enable the setting of optimal routes from entrance to exit leading throughout a whole shop. As the route which a customer navigates in a shop is lengthened, so is the time they spent in the shop. Poor organisation of the sale area layout or the absence of clear signposting to inform about single groups of products force the customer to search for products and discourage them from returning to the shop (Kewalramani & Hedge, 2012, p. 458).

The sale area of a shop is divided into zones, which play a significant role in the influence exerted on the customer who is visiting this shop. The 'golden zone', i.e. the area around checkouts, is very important in the sale of impulse products. Impulse purchase is the purchase of an item not planned ahead of time, which is bought on impulse, on the spur of the moment, without a second thought (*Magia strefy kasy...*, online). The area at the checkouts is there retailers have the best chance of arousing an impulse in a customer to make an additional purchase. The display of products at checkouts is to make a customer aware of a need and to enable them to satisfy this need instantly.

Sensory marketing

The consumer receives some information from the environment the moment when one or more of their senses come in physical contact with an impulse carrying that information (Lisińska-Kuśnierz & Ucherek, 2006, p. 14). In sensory marketing, it is significant to activate the highest possible number of senses, ideally all five, of potential buyers (Bartkowiak, 2010, p. 4). However, it is worth bearing in mind that this is not always possible.

One of the basic human senses is sight. An example of visual perception is to provide customers with large shopping trolleys so as to enable them to place as many products as possible. Meat and meat product counters are equipped with mirrors and adequate light in order to create the image of freshness and abundance; the same impression is achieved by placing green lettuce leaves among cuts of red meat (Bartkowiak, 2010, p. 117).

Another important sense is hearing. To create auditory stimuli, many shops pave the floors with small tiles along the shelves with products which do not require much thought to buy, so that the clatter of trolley wheels is more frequent and consumers pass by these shelves more quickly. Contrarily, where decisions require deeper thought, the floor tiles are larger, which slows down the flow of customers. Furthermore, pleasant background music puts shoppers in a good mood (Podolski, 2019, p. 122). The pace of music also influences the pace of human traffic – a more rapid pace accelerates the flow of customers through the shop, while slower music induces slower traffic. This is particularly important in peak hours, when it is reasonable to relieve increased traffic in order to provide shoppers with more space (comfort) and during off-peak time, when the shop is less crowded and customers should be retained in the shop as long as possible. It has also been observed that music distracts people's attention from the passage of time (Sullivan & Adcock, 2003, p. 202, 203).

The sense of smell also plays an important role when people are doing shopping. Scent marketing (aroma marketing) is based on the most reliable of man's senses and the role which fragrance compositions play in purchasing decisions. The sense of smell acts automatically, and is used by the body mechanically – hence, applied smell psychology creates an unlimited number of possibilities in merchandising. Smell creates a positive atmosphere in a point of sale (Rudzewicz, 2010, p. 42, 43). The sense of smell plays the most important part in the purchase of food and cosmetics. In most grocery shops, bread sections are located near the entry because the smell of fresh bread is intense, stimulating taste buds and creating the sense of being hungry (Sadowska, 2010, p. 18). Shops, but also restaurants and pizza parlours spray fragrances outside their premises to attract the attention of consumers (Martysz, 2015, p. 121).

The sense of taste is thought to be the one best controlled by man (Maas, 1998, p. 83). Taste is most often used in sale of food products, which can be

sampled. Customers return more willingly to shops which offer free samples of food (Kolasińska-Morawska, 2012, p. 95).

The last sensory element mentioned in the subject literature are tactile sensations. For the sense of touch, the temperature and weight of a product as well as the form and softness of the material from which it is made are important. Inorganic materials, such as glass, stone or metal are perceived as cold and heavy, whereas organic materials, like leather or wood, are sensed as warm and soft. Plastic items are associated with being modern, but when they are light – they can be thought of as less durable (Podolski, 2019, p. 122). The sense of touch plays a very important role in the purchase of clothes, electronic goods, food or a car. Other goods often touched before buying are bed linen and towels (Grzybowska-Brzezińska & Rudzewicz 2013, p. 70, 71).

Price psychology

Prices are the basic factor influencing the behaviour of a consumer. Thus, the knowledge on how consumers perceive and remember prices is of utmost importance for marketing experts and economists (Niedzielski, 2013, p. 6, Barzykowski *et al.*, 2010, p. 125-144).

Enrico Trevisan (2013, p. 12) analysed mechanisms which raise the consumers' willingness to buy a product. This is the effect of opportunity. In many cases, however, it turns out that the cost the consumer is willing to accept is dependent on rational arguments to a lesser extent than the context or the way a product is being sold (Koprowska, 2017). The mentioned researcher conducted an experiment, in which participants were divided into two groups. One was to make a choice between opening a current account for the price of 1 euro versus the current account plus a credit card for the price of 2.5 euro. The other group, apart from the two offers given to the former group, had an option to buy only the credit card for 2.5 euro (Fig. 1).

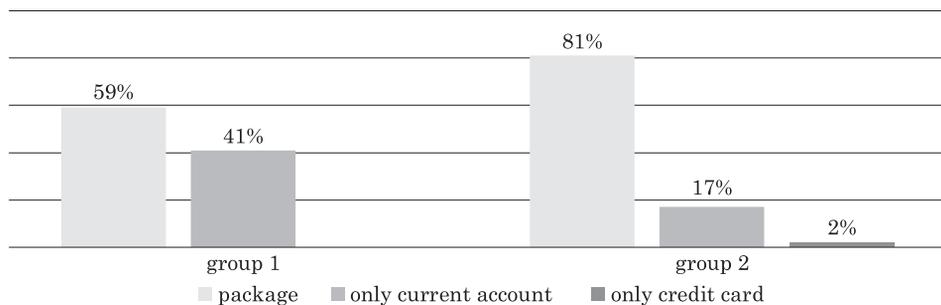


Fig. 1. Results of Enrico Trevisan's experiment

Source: the authors, based on Trivesan (2013, p. 13).

The experiment results showed that 59% of the persons in group one chose the package while 41% opted for the current account only. In the other group, 81% chose the package, 17% – the account, and 2% – only the credit card. The fact that buying the credit card appeared as a third option raised more interest in the package and changed the distribution of preferences among the experiment participants. For the same price, the package offered more benefits than the credit card alone, although the credit card was most probably not needed by the consumer.

One of the most popular pricing techniques is to quote a price ‘from ...’, which aims to attract a consumer’s attention. This practice is often employed in advertising slogans, and in the sale of tourist and telecommunication services, cars and many other products (Rogowski, 2010, p. 360). Another quite common technique is to place notices about large price cuts, for example by 30%, 50% or even 70%, when actually these products are sold out or are available in a very limited assortment (Rogowski, 2010, p. 362).

Odd prices are another way to influence consumers’ subconsciousness, as these are perceived as a good opportunity because such products seem less expensive than ones offered for a full price, even when the actual difference is small. For example, the price of PLN 6.99 is seen as being closer to PLN 6 than PLN 7. Luxury products, however, are priced differently, as their prices are purposefully rounded up to a full amount so that they will appear more attractive and of superior quality (Jeznach, 2007, p. 69).

Another popular technique used by retailers is to make apparent price cuts, that is to take advantage of the fact that customers pay more attention to the first figure on the left-hand side. For example, the difference between prices PLN 59.99 and PLN 45.99 versus PLN 63.99 and 49.99 is the same (PLN 14), but the difference between the first pair of numbers seems bigger than between the other pair because people subconsciously omit the second figure in a number. Buyers more quickly and easily remember the co-called marketing prices, which consist of the same figures, for example 7.77 or 2.22 (Urbański, 2019).

Sale promotion (activation)

Sale promotion is a set of activities driving interest among potential clients in a given product by raising its attractiveness. This notion comprises several instruments, which create additional and extraordinary impulses of the economic and psychological character. The main sale promotion tools addressed directly to clients include:

- samples, that is small amounts of products or services offered free of charge;
- vouchers which grant some savings when buying a given product;
- price discounts, where products are offered at a lower than standard price;
- competitions and lotteries, where attractive prizes are awarded;

- multi-packs – for example three items for the price of two. A variant of this promotion tool is to offer a larger package for the current price;
- loyalty programmes, where consumers are rewarded depending on how often they make purchases and how much they buy (Kotler, 2005, p. 623-625, Olejniczuk-Merta, 2001, p. 188).

Sale promotion very often employs advertising slogans. Such slogans as 'weekend only', 'the last pair', 'while stocks last', 'only today', 'limited quantity', or 'limited series', 'last sale' are examples of manipulation consisting in the rationing of a special offer in terms of either time or quantity. The rule of limited availability applies in this case (Filar, 2012, p. 244). The information about the limited availability of goods can be true or false. The aim is to emphasise the limited quantity of a given product, which only few will be able to buy, and consumers often appreciate the value of products according to their availability. This technique affects the consumer by inducing the sense of threat, unavailability or loss of something that may never reappear (Želežnik, 2013, p. 92). We desire some goods when they are unavailable but we desire them the most when the unavailability results from other people desiring them as well. This principle is taken advantage of in advertisements which claim that we must hurry up because the demand for the advertised product is so high that it may soon be sold out (Cialdini, 1996, p. 71).

Sale promotion activities should not be constant but used at specific, short-lasting moments. The consumer must have the impression that he has come across a unique bargain.

Research methodological background

The main aim of the study has been to determine the awareness of manipulation techniques used in retail outlets among consumers, and then to evaluate the effectiveness of these techniques.

Because of the type of the research problem, the chosen research technique was a survey. A questionnaire was prepared in a Google form, and made available from September to November 2021. The questionnaire was distributed via such social media as Facebook and Messenger. In total, 194 respondents submitted their replies.

Among the respondents, 52% were women and 48% were men. Nearly $\frac{3}{4}$ of the questionnaires were completed by young persons (age 21-30 years). Around 5% were persons from 31 to 40 years old, and the same percentage consisted of persons up to 20 years of age. 12% were in the age brackets of 41 to 50 years, and the oldest group (51 years of age and older) composed 7% of the sample (Tab. 1).

Table 1

Socio-demographic characteristics of the respondents

Data	Variables	Percentage
Sex	women	52.1
	men	47.9
Age	up to 20 years	4.6
	21-30 years	71.1
	31-40 years	5.2
	41-50 years	12.4
	51 years and more	6.7
Education	primary	1.5
	secondary	55.2
	higher	43.3
Net monthly remuneration	none	18
	up to PLN 3,000	36.6
	PLN 3,001-4,000	21.1
	PLN 4,001-5,000	11.9
	over PLN 5,000	12.4

Source: the authors, based on the research results.

Over half of the analysed population had secondary education (55%), while 43% had higher education and 1.5% had primary education only. The highest percentage declared net monthly earnings of no more than PLN 3,000 (37% of the sample). More than one in five respondents reported earning between 3,001 and 4,000 Polish zloty a month. As many as 18% of the respondents had no remuneration at all. The average monthly net remuneration of PLN 4,001-5,000 and more than PLN 5,000 was declared by an approximately same percentage of respondents, i.e. 12%.

Consumers' knowledge of and attitudes towards manipulations used in retail trade

Awareness of manipulation techniques

Retail outlets search for effective ways of influencing shoppers. Consumers certainly come across some of manipulations on a daily basis, and the awareness of their presence in shops has been presented in Table 2.

Table 2

Most common manipulations in retail commerce

Specification	Scale of answers [%]					Mean [points]
	5	4	3	2	1	
Price manipulations ('odd' prices)	85	11	3	1	0	4.8
Scent manipulations	20	35	26	14	3	3.5
Manipulating the arrangement of a shop's layout	47	39	10	2	0	4.2
Manipulations in the checkout zone	55	28	12	3	1	4.3
Manipulating the display of products on shelves	34	31	18	10	2	3.7
Manipulations enhancing the appeal of a product	67	26	6	1	0	4.6
Manipulations with slogans (limited availability)	38	34	22	4	1	4

Source: the authors, based on the research results.

The mentioned recognisability of manipulation techniques was assessed by the surveyed consumers on a scale from 1 to 5, where 5 meant a technique a respondent came across most often, while 1 corresponded to a technique encountered least often. Some persons had no opinion on a given manipulation and such cases were not included in the aggregated results (hence the total of all responses in every row does not always equal 100%).

The manipulations the respondents most often encountered were clearly the ones connected with pricing (96% of all respondents assigned 4 or 5 points to this category), such as giving 'odd' prices or prices ending with PLN .99. In principle, every respondent knew this technique (4.8 points). The second most common technique, according to the respondents, was sale promotion (increasing the appeal of a product), mostly using some type of a free offer (discounts, multi-packs), which 67% respondents claimed they came across very often, while a further 26% opting for the answer 'often' (4.6 points on average). Over half of the surveyed population admitted they very often observe an attractive display of products near checkouts in order to prompt impulse buying (4.2 points). The respondents are clearly less aware of the other techniques. For example, less than half the population asked declared they very often noticed those techniques in shops. Nonetheless, the general layout of a shop, that is, in gross simplification, placing the most essential products at the back of a shop, is recognised very well by 46% of the respondents, which after averaging with the remaining scores let this technique gain 4.2 points. Promotional slogans, like 'limited quantity', or 'while stocks last' are very often seen by 38% of the surveyed sample, and eventually scored 4 points. Of the analysed techniques influencing consumers' subconsciousness, the ones which were the least recognisable included the display of products on shelves (their proper height) – 34% of the respondents giving it the highest score, and scent manipulations (20%), which obtained the final average scores of 3.7 and 3.5 points, respectively. This may have been due

to consumers being unaware of how such manipulations work. They may appear very natural and inobtrusive. In reality, however, they largely affect consumers' subconsciousness and are very difficult to analyse deeply.

Gaining a deeper insight into the question of the ethics of manipulations in the process of making purchasing decisions by consumers seems another challenge. The respondents expressed their opinion on this aspect on a scale from 1 (absolutely unacceptable) to 7 (completely acceptable) – Figure 2.

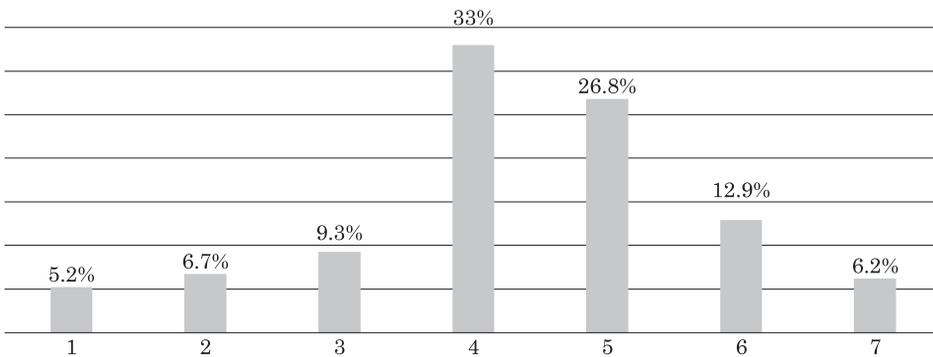


Fig. 2. Evaluation of the ethical aspect of manipulations in retail commerce
Source: the authors, based on the research results.

As demonstrated in the diagram, many of the surveyed consumers show an ambivalent attitude to manipulations of their behaviour. Nearly 70% of the respondents declared their attitude on a level between 3 and 5 points. Around 12% showed a negative attitude, of which only 5% consider manipulations as extremely unacceptable. On the other hand, 19% state that manipulations are acceptable, and 6% even claim that totally accept manipulations. It appears that consumers perceive manipulations as an opportunity to gain additional benefits. They pay less attention to the risk of buying more than they need or buying unnecessary products, which they would not buy without a retailer's deliberate incentive.

Effectiveness of manipulation techniques

It is important to know how vulnerable consumers are to manipulation techniques, that is to identify which ones most effectively induce buying decisions. The analysed techniques were evaluated by the respondents on a scale from 1 (completely ineffective) to 5 (very effective) – Table 3.

As demonstrated, price manipulations have the strongest influence on the analysed population of consumers (49%), with the highest score 4.1 points.

An apparently lower price (odd price) is one of the most important criteria taken into consideration by a consumer when making a decision to buy a product. Next, the respondents pointed to short-term sale promotion techniques clearly enhancing the attractiveness of an offer of products (this opinion was shared by 40% of the respondents) Also in this case, the consumer had an impression of gaining some tangible benefits on the purchase of a product (3.8 points). The following effective techniques were placing products in the checkout zone and the general arrangement of a shop's layout (3.5 points).

Table 3

Effectiveness of manipulation techniques in retail commerce

Specification	Scale of answers [%]					Mean score [points]
	5	4	3	2	1	
Price manipulations ('odd' prices)	49	24	16	5	5	4.1
Scent manipulations	17	29	28	17	9	3.3
Manipulating the arrangement of a shop's layout	24	26	29	15	5	3.5
Manipulations in the checkout zone	26	28	24	14	8	3.5
Manipulating the display of products on shelves	19	30	27	18	6	3.4
Manipulations enhancing the appeal of a product	39	25	21	10	5	3.8
Manipulations with slogans (limited availability)	28	18	26	17	11	3.3

Source: the authors, based on the research results.

Customers often complain about having to wait too long in a queue to a checkout, but this creates an opportunity to look at products displayed nearby. The products that are often displayed near checkouts include chocolate bars, medications, chewing gums, cigarettes, and in summer ice-creams in fridges, etc. These are relatively cheap products, so putting them to a shopping trolley does not significantly change the total amount on the receipt. However, it is true that if these products were placed on shelves inside the shop, many customers would not buy them. In turn, the arrangement of the shop's layout and the way goods are displayed on the shelves should not make it difficult for shoppers to find and buy any products. However, consumers appreciate the fact that they are encouraged to purchase additional products while navigating among the shop shelves.

Slightly less attention is paid by the respondents to the display of products on shelves (3.4 points) or to the possibilities inherent in sensory marketing (3.3 points) and in slogans suggesting the time limit of a special offer (3.3 points). However, over ¼ of the respondents (28%) agree that such slogans as 'only today' or 'until stocks last' are very effective. This means that promotional slogans fulfil their task of activating sales.

In line with the aim of the research, it should be noted that the surveyed consumers have a good understanding of the manipulation techniques used in trade. Especially the visual, tangible and measurable ones. These are attractive activities, encouraging increased purchases, without showing any unethical elements.

Conclusions

The success of a retail company operating on the market depends on many factors. Some dynamically developing retail marketing tools are merchandising, sensory marketing, psychological pricing as well as sale promotion techniques.

The above study shows that shop owners most often use price manipulations and sale activation promotional techniques. Another technique which consumers often encounter is the manipulation in the checkout zone, which affects impulse purchases. Customers are aware of these manipulation techniques and understand them perfectly well. If there are any gaps in the recognition of manipulation techniques, they concern scent marketing. The reason is probably the fact that this manipulation and its influence on the consumer's behaviour are not directly palpable.

With respect to the declared effectiveness of the analysed techniques, by and large it overlaps the recognisability of these methods. Apart from the three mentioned techniques (price manipulation, sale promotion and checkout zone), it is worth noting the arrangement of a shop's layout. Notably, all these forms of manipulation are effective. However, consumers are often unaware how some manipulations work and affect their decisions. An example is scent marketing.

The article describes only a few examples of manipulations, which nevertheless prove how difficult it is to be a rational consumer, and how easily buying choices can be manipulated, thus limiting one's independent decision-making capacity.

Although manipulations in commercial establishments by definition interfere quite strongly with consumers' shopping behaviour, consumers do not display negative attitudes to such activities. Manipulations are not perceived or evaluated as unethical actions. One can even get the impression that the consumer's ability to use the offered manipulation technique shapes his satisfaction. It is a form of additional tangible profit that is not accompanied by any expense.

Based on the review of the literature and the results of the survey presented in this paper, it can be concluded that manipulations of the behaviour of customers in retail outlets are a very common, if not standard solution. Customers understand how they work, at least to some extent are vulnerable to them and, most importantly, are pleased with them. The respondents treat manipulations in the context of gained benefits rather than the costs incurred in connection with such marketing endeavours.

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