

An investigation into the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts on vulnerable consumers

**Irene Garcia**

Glasgow Caledonian University

**Chloe Campbell**

Glasgow Caledonian University

**Marián Navarro-Beltrá**

Universidad Católica de Murcia (UCAM)

Cite as:

Garcia Irene, Campbell Chloe , Navarro-Beltrá Marián (2020), An investigation into the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts on vulnerable consumers. *Proceedings of the European Marketing Academy*, 11th, (84749)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb (online), September 16-19,2020



# An investigation into the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts on vulnerable consumers

## **Abstract**

This research aims to investigate the extent to which evolving digital marketing has enhanced manipulative marketing and the impacts that this may have had on vulnerable groups. A mixed-method research choice was selected, comprising of online questionnaires and semi-structured interviews to gather the empirical data. Statistical software and thematic analysis were used to analyse the data. The research concluded that digital marketing has enhanced manipulative tactics and that young people can be categorised as a group considered to be more vulnerable. It was concluded that there are also contextual circumstances affecting all consumers who do not carry an enduring characteristic,