MULTIDIMENSIONAL PERCEPTION OF MANIPULATION SCALE VALIDATION AND ITS IMPACT ON SATISFACTION WITH THE VISIT

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ABSTRACT

With consumers increasingly distrustful of commercial marketing practices, actions and approaches taken by businesses can readily be perceived as manipulative. This study, in a departure from others conducted to date, proposes a multidimensional tool for measuring consumer perception of manipulation in a point-of-purchase shopping environment. Twenty in-depth interviews are conducted with consumers to define the construct and generate the items, followed by a pretest to refine the scale. Data are subsequently collected from 225 consumers. The scale, boasting good reliability and validity, comprises thirteen items spread across three dimensions, namely cognitive, behavioral, and affective. These dimensions confirm that an individual's affective and cognitive states combine with behavioral patterns to determine perception of manipulation. Concomitant validity results illustrate that perception of manipulation, and more specifically the cognitive and affective dimensions, has an impact on satisfaction with the visit. The development of a multidimensional scale takes on all its interest here since academics and merchants will be able to determine for each of the marketing tactics used what type of manipulation is perceived and consequently the reaction that this can cause in the consumer.

INTRODUCTION

Knowing one's customers well is fundamental to good marketers (Widyastuti 2018). However, when consumers sense that they are being watched and analyzed, they can become distrustful of businesses and resistant to marketing practices (Roux 2007; Banikema and Roux 2014) that they perceive as manipulative (Rousseaux, Loussaïef and Delchet-Cochet 2019). For some, their initial reflex attempts to decode the sales and advertising techniques with which they are confronted (Wentzel, Tomczak and Herrmann 2010). Considering that marketers and consumers tend to differ in what they perceive as manipulative (Brown 1990; Le Nagard and Giannelloni 2016), it is critical to understand what consumers consider manipulation to avoid different consequences such as a decrease in satisfaction. Although this link has yet to be tested, some studies suggest that a decrease in satisfaction may be associated with the perception of manipulation (Coulter, Cotte and Moore 1999; Cotte, Coulter and Moore 2005; Kim and Song 2017; An, Kerr and Jin al. 2019; Hu and Yao 2021). This can be problematic, as satisfaction is a fundamental concept in marketing (Cooper, Cooper and Duhan 1989).

In the literature, issues of the perception of manipulation in the commercial sector have focused on the unidimensional concept of inferences of manipulative intent (IMI) (Campbell 1995) measured based on six items and appearing in studies relating to in-store ambience. Research on manipulation suggests the existence of three dimensions:

behavioral (Van Dijk 2006; Gatignon and Le Nagard 2015; Spencer 2020), cognitive (Van Dijk 2006; Sunstein 2016) and affective (Derbaix 1995; Boudewyns, Turner and Paquin 2013). However, no current measurement scale integrates these three dimensions simultaneously. In keeping with the continuum of topical research, this study expands upon previous work, thereby providing a more comprehensive conceptualization of the perception of manipulation.

This new scale, developed specifically for the point-of-purchase shopping environment, is a multidimensional tool designed to measure an individual's affective state (emotions experienced), cognitive state (individual's reflection process), and behavior (actions taken, such as getting to purchase unneeded products/services). In decomposing the construct, we seek to identify the variables of greatest importance and/or those exerting the greatest impact on other variables, and then compare findings based on the individuals and situations studied. For this study, satisfaction was chosen as the dependent variable to test concomitant validity. This choice is explained by the fact that these links have not been verified quantitatively or multidimensionally, and satisfaction is known to be a fundamental notion in marketing since it is an indicator of loyalty (Bloemer and de Ruyter 1998).

In the following sections, we review the literature on consumer perceptions of manipulation. It then follows the two-stage development—one qualitative and one quantitative—of the measurement scale. Subsequently, we present and explain the findings. The study concludes with a discussion on the important, theoretical, and managerial implications, limitations, and recommendations for future research.

LITERATURE REVIEW

Given the subjective nature of manipulation (Kirmani and Zhu 2007), one may legitimately query how consumers define it. Before giving consumers a voice in qualitative and quantitative studies, it is essential to examine what is said in the literature that explains this perception. Thereafter, we present the concept of consumer perceptions of manipulation and related measurement tools.

When Marketing is Associated with Manipulation

In the marketing literature, manipulation refers to an "intentional attempt to influence a subject's behavior by exploiting a bias or vulnerability" (Spencer 2020, p. 990). Accordingly, even when the use of a stimulus is known to the individuals being manipulated (e.g., scent dispersion), until such time they become aware of how the mechanism operates (e.g., olfactory memory process), they are deemed vulnerable and incapable of fully reflecting on the issue at hand (Sher 2011; Sunstein 2016; Spencer 2020). Becher and Feldman (2016) and Spencer (2020) clarify the notion of dissimulation by stating that manipulation occurs whenever the mechanism or cognitive process is concealed. The manipulative stimulus may be visible, but individuals can be manipulated if they remain unaware of how or why inducement affects their decision-making processes.

Unawareness is a trait that enables us to distinguish between manipulation and influence. Influence entails exerting an impact on the attitudes and opinions of others without necessarily doing so unbeknownst to the individuals in question (Parsons 1963). Manipulation further differs from influence by causing individuals to be manipulated to favor the interests and objectives of the manipulator over their own. Consequently,

consumers may adopt behaviors favorable to merchant expectations and purchase products in addition to planned purchases (Harris and Albin 2006; Van Dijk 2006; Sher 2011; Becher and Feldman 2016; Sunstein 2016; Spencer 2020).

Table 1: Definitions of Manipulation Gleaned from the Literature

Authors	Definition	Context
Van Dijk 2006	"Manipulation implies the exercise of a form of illegitimate influence by means of discourse: manipulators make others believe or do things that are in the interest of the manipulator, and against the best interests of the manipulated." p. 360	Communication
Harris and Albin 2006	"An act that looks as if it constitutes an intention by the lender to lead a consumer to borrow, while trying to persuade her to reach a decision that is not based on her genuine (non-biased) preferences, through exploitation of one or more of the following: biases and illusions, heuristics, inability to perform complex calculations, lack of relevant information, or a state of mind in which not enough cognitive resources are allocated to the decision." p. 443	Marketing
Sher 2011	"If I am employing the tactic with the intention of undermining what I believe is my audience's normal decision-making process by either deception or by plying on a vulnerability that I believe my audience has, then my tactic is manipulative." p. 100	Marketing
Gatignon and Le Nagard 2015	"Manipulation is an effort to alter people's behavior." p. 7	Psychology
Sunstein 2016	"A statement or action can be said to be manipulative if it does not sufficiently engage or appeal to people's capacity for reflective and deliberative choice." p. 213	Marketing
Becher and Feldman 2016	"We have defined non-verbal market manipulations as acts that knowingly exploit consumer weaknesses and unconscious biases." p. 28	Marketing
Spencer 2020	"Manipulation is intentional attempt to influence a subject's behavior by exploiting a bias or vulnerability. […] The presence of the bias or vulnerability means that the mechanism of influence will be hidden from the subject, even if the stimulus is visible." p. 990	Marketing

Table 1 presents various definitions of "manipulation" gleaned from the literature and evidence that manipulation modifies the behavior of individuals being manipulated without the latter knowing that the object serves the interests of the manipulator.

In stores, it is possible to categorize the different techniques employed and possibly perceived as manipulative by consumers, even if not manipulatively used by merchants:

merchandising (e.g., shelf arrangement), salesperson attitude and/or sales narrative (e.g., flattery and pressure tactics), and the use of ambience variables (e.g., scent dispersion) (Gatignon and Le Nagard 2015; Banikema and Roux 2014). For instance, research shows that effective merchandising exerts an impact on consumer behavior (e.g., impulse buying and unplanned purchases) as well as on consumer attitudes regarding the brand (Gilboa and Rafaeli 2003; Khandai, Agrawal and Gulla 2012; Briand Decré and Pras 2013; Cant, Hefer and Machado 2013; Kusherawati, Widiyanesti and Siregar 2015; Park, Ok Jeon and Sullivan 2015; Widyastuti 2018). Salespersons, while lending the impression of being customer-focused, sometimes strive to lead consumers, unbeknownst to them, toward options that are more aligned with their personal interests, such as the achievement of sales quotas (Bilheran 2013; Becher and Feldman 2016).

Consumer Perception of Manipulation

Definition. According to the attribution theory, Brown (1990) is the first to defend the idea that consumers may perceive manipulation by a seller even if this is not the case. Indeed, this theory postulates that individuals make inferences to determine the reasons for others' behavior based on different types of information: internal (e.g., characteristics of the person) or external (e.g., environmental factors) (Heider 1958; Mangard 2002; Delouvée 2018). In the advertising sector, inference of manipulation has been studied by Campbell (1995) who makes mention of the concept of "consumer inferences of manipulative intent" or IMI, based on the idea that the advertiser attempts to persuade consumers using inappropriate, unfair and manipulative means. Consumer perceived injustice is derived from a cost-benefit analysis that compares consumer interests with advertiser interests (Coulter et al. 1999; Cotte et al. 2005; Dahl and Peltier 2015).

In-Store Perception of Manipulation. Based on the concept of inferences of manipulative intent, Lunardo et al. underscores that in-store ambience can be perceived as a tool of manipulation (Lunardo, Saintives and Roux 2012; Lunardo and Mbengue 2013; Lunardo and Roux 2015). Inferences indeed occur when consumers detect that merchants resolve to enhance their receptiveness to making one or more purchases (Lunardo et al. 2012; Chaney, Lunardo and Bressolles 2016) through the use of various ambience-related components (e.g., attitude of personnel, elements of in-store layout) (Banikema and Roux 2014). When the in-store environment is too imposing or inconsistent with the supply, consumers infer that they are being manipulated and get the impression that the environment is laid out in a manner intended to shape their behavior (Lunardo et al. 2012; Lunardo and Mbengue 2013; Lunardo and Roux 2015). What they are sensing is what is known as *persuasion knowledge* that causes individuals to "recognize, analyze, interpret, evaluate and remember persuasion attempts, and to select and execute coping tactics believed to be effective and appropriate" (Friestad and Wright 1994,p. 3).

A Multidimensional Construct. The definitions of manipulation cited expose the existence of two components: behavioral (Van Dijk 2006; Gatignon and Le Nagard 2015; Spencer 2020) and cognitive (Van Dijk 2006; Sunstein 2016). However, there is a need to consider the affective dimension, as some authors substantiate the experience of emotions during or after manipulation (Derbaix 1995; Boudewyns et al. 2013). In specific instances, such as advertising, the solicitation of emotions ranks as a full-fledged influencing technique (Danciu 2014). It is also possible to consider feelings that result from emotions (Cookson 2015).

Table 2: Synopsis of Concepts Closely Related to Perception of Manipulation*

Concept	Definition	Number and example of items
Inferences of manipulative intent (IMI) (Campbell 1995)	"Inferences that the advertiser is attempting to persuade by inappropriate, unfair, or manipulative means. Thus, to understand these inferences, we need to consider what might be perceived as unfair or inappropriate advertising persuasion." p. 228	6 "The way this ad tries to persuade people seems acceptable to me."
Inferences of manipulative intent (IMI) (Lunardo and Mbengue 2013)	"Consumer's inferences that the retailer is attempting to persuade through an incongruent atmosphere." p. 824	3 "The way this atmosphere tries to persuade people seems acceptable to me."
Consumer skepticism (Mohr, Eroğlu and Ellen 1998)	"Sceptics are described as those who doubt what others are saying or doing but may be convinced by evidence or proof." p. 33	4 "Claims are exaggerated."
Consumer cynicism (Helm, Moulard and Richins 2015)	"An individual consumer's stable, learned attitude toward the marketplace characterized by the perception that pervasive opportunism among firms exists and that this opportunism creates a harmful consumer marketplace." p. 516	8 "Most businesses are more interested in making profits than in serving consumers."
Consumer ethical sensitivity (CES) (Toti and Moulins 2017)	"An individual's predisposition to considering one or several ethical aspect(s) in his/her decisions. In other words, it is a personal orientation whereby one makes (consumption) choices by relying on moral values and ethical principles, with the intention of achieving individual and collective wellbeing." p. 11	8 "I am against injustice in all its forms."
Consumer propensity to resist (CPR) (Banikema and Roux 2014)	"A quick reader reminder: consumer propensity to resist is defined as "Consumer's stable, conscious and voluntary psychological tendency to thwart market influence attempts in order to protect themselves from them or to maintain consumption choices and decisions." p. 38	7 "I keep control of my buying decisions despite attempts to influence from sellers."
Consumer self-confidence (CSC) (Bearden, Hardesty and Rose 2001)	"The extent to which an individual feels capable and assured with respect to his or her marketplace decisions and behaviors." p. 122	31 "I know where to find the information I need prior to making a purchase."

*Loose translation

Therefore, we suggest that consumers' perceptions of manipulation are composed of these three dimensions. The cognitive dimension of the perception of manipulation can be characterized by consumers' awareness and processing of information (Sunstein 2016). The behavioral dimension is based on the idea that consumers believe they have performed certain behaviors under the influence of the merchant rather than voluntarily (Van Dijk 2006; Sher 2011). The affective dimension corresponds to negative feelings felt during or after the perception of manipulation (Boudewyns et al. 2013).

Perception of Manipulation and Consumer Reactions. The perception of manipulation can give rise to various types of consumer reactions. They can be "skeptical," which is to say distrustful, (Boyer, Albert and Valette-Florence 2006), "reluctant" with regard to an employee tactic (Roux 2007; Rousseaux et al. 2019) or tap into a sense of dominance and control over the situation (Lunardo et al. 2012). For example, when consumers interpret advertiser intentions as manipulative, they are more likely to exhibit a negative attitude toward advertising thrust and the brand (Coulter et al. 1999; Cotte et al. 2005; Dahl and Peltier 2015).

Considering that certain studies have highlighted the fact that by perceiving the intentions of manipulation of a company, the consumer is more likely to have a negative attitude toward it (Cotte et al. 2005), we suggest that the perception of manipulation can also have similar effects on satisfaction. Indeed, it is quite plausible that, by perceiving in-store manipulation, consumers experience a decrease in satisfaction with their visits. Moreover, previous studies have confirmed that both cognitive and affective dimensions can be considered antecedents of satisfaction (Day 2002; Lee and Overby 2004; Bapat and Kannadhasan 2022), which aligns with the current study's conceptualization of the perception of manipulation scale. Finally, these relationships have never been the subject of quantitative studies, even though satisfaction is a fundamental concept in marketing, particularly because it is an indicator of loyalty (Bloemer and de Ruyter 1998).

Existing Tools of Measurement

As previously underscored, few measurement scales align with the concept of consumers' perceptions of manipulation. However, despite being developed for use in advertising, the concept of the inference of manipulative intent (Campbell 1995) provides a solid basis on which to expand. Indeed, the six items developed are subsequently adapted to a point-of-purchase environment ("The way this atmosphere tries to persuade people seems acceptable to me"; "The atmosphere tries to manipulate the customers in ways that I don't like"; "I would be annoyed by the atmosphere because the retailer seemed to be trying to inappropriately control consumers"; "I don't mind this atmosphere: the retailer tries to be persuasive without being excessively manipulative"; "This atmosphere is fair in what is shown"; "I think this atmosphere is fair") (Lunardo and Mbengue 2013; Lunardo and Roux 2015).

Above all, this conceptualization revolves around an assessment (e.g., what consumers deem acceptable or unacceptable) that neglects to consider the behavioral dimension and fails to truly develop the affective dimension (only frustration/irritation is included as an emotion). Additionally, adaptation to a commercial retail environment extends to more than just the consumer's reaction to the point-of-purchase ambience. Hence, it is relevant to consider manipulation in a broader purchasing light that includes different types of strategies employed by merchants (e.g., employee sales pitches).

There also exist scales for the measurement of concepts similar to consumer perception of manipulation: consumer skepticism (Mohr, Eroğlu and Ellen 1998), consumer cynicism (Helm, Moulard and Richins 2015), consumer ethical sensitivity (Toti and Moulins 2017), consumer propensity to resist (Banikema and Roux 2014) and consumer self-confidence (Bearden, Hardesty and Rose 2001). The definitions of each item and an example of the items appear in Table 2, demonstrating that they cannot be used to measure the perception of manipulation.

Following an analysis of the literature and presentation of the various scales associated with the concept of consumer perception of manipulation, we detect a gap that they endeavor to fill. Although various studies on this subject exist, consumers still have a negative image of marketing. Practically, all the studies conducted are based on a single concept, namely, the inferences of manipulative intent developed by Campbell in 1995. These inferences do not allow for multidimensionality of concepts. However, the different dimensions make it possible to understand more precisely where this perception comes from (i.e., behavior, reasoning, or emotions). Moreover, the items initially developed for the advertising sector have been employed in different sectors, thereby limiting the incorporation of elements, such as the completion of purchases, which could prove important in a retail environment.

RESEARCH DESIGN AND FINDINGS

In this study, we expand on the work of Lunardo and Mbengue (2013) and adapt six statements originally formulated by Campbell (1995). The new scale complements the initial scale and enables the measurement of different dimensions of a complex concept. To develop the measurement tool, this study uses the methodology inspired by Churchill (1979). The various stages of scale development are detailed in the following sections.

Qualitative Research

Procedures. Following the analysis of the literature, a qualitative phase ensues, the objective of which is to define the area of research, enhance understanding of the subject, and generate study items (Malhotra 2010; Kalia 2017). Twenty in-depth interviews are conducted with French and Canadian consumers until data saturation (Patton 2002; Boddy 2016). The convenience sample aims to obtain diverse profiles (e.g., criteria: age, gender, principal occupation, and place of residence). Appendix I presents detailed profiles of each.

To avoid biases related to the knowledge of the subjects, the first interview segment relates only to an in-store shopping experience. This experience had to take place within six months of the interview. Two types of in-store experiences are selected to highlight potential differences: one generally pleasant overall (i.e., taste-testing) and one more nuanced consumer appreciation (i.e., pre-established in-store people flow as one finds at IKEA) (Elbers 2016). This choice is explained by the idea of testing the approved and widespread techniques with professionals to confront them from the consumer's point of view. After discussing the respondent's in-store experience, specific questions about manipulation are asked to limit response bias (e.g., What do you think manipulation is? During your experience, did you perceive that you were being exploited or controlled? Do you think you were manipulated during your tasting experience?).

Approximately 30 minutes in duration, the interviews were conducted in French, analyzed by one of the researchers, and revised by the other two. Detailed notes were taken

during each interview and rounded out with audio recordings, which made it possible to obtain complete retranscriptions of all interviews for analytical purposes. Combining the use of NVivo 12 software and human judgment, an inductive approach backed by Nvivo coding identified central concepts and categorized them by theme. Regarding the validity of the construct, the semi-structured interview left the respondent with the possibility of approaching the subject as they wished. Subsequently, the data analysis allowed for cross-checking, highlighting similarities and differences. Internal validity was tested using graphical representation, and for external validity, two types of in-store experiences were chosen to avoid harming the generalizability of the results. Finally, reliability was controlled using a protocol (e.g., discussion guide).

Results. Interviews reveal that many consumers harbor preconceived ideas about in-store manipulation. For some, in-store manipulation represents the essence of trade, and the use of techniques to encourage consumers to spend more is commonplace. As suggested in the literature, the perception of manipulation appears to be branded by the fact that salesperson and/or merchant interests trump consumer interests, leading to the purchase of unforeseen or unnecessary products. When this occurs, consumers can no longer be considered to be the masters of their decisions. In other words, consumers are seen as being robbed of their free will and compelled to fall into line with the wishes and demands of salespersons and merchants. Only afterward do consumers realize that they have fallen prey to the merchant influence, meaning that there is a period during which they are unaware of the merchant influence. Conversely, consumers may realize that they have been manipulated before proceeding to the checkout counter; however, they may decide to make their purchases.

The interviews further confirm that since the perception of manipulation can spawn a period of reflection, impact behavior, and/or solicit emotions, three dimensions must exist: cognitive, behavioral, and affective. The *cognitive* dimension relates to the processing of information by consumers and the development of awareness following the merchant experience. Indeed, for perception of manipulation to manifest, consumer awareness is essential. For instance, consumers may realize that they have relinquished control and are no longer masters of their decisions. They may also sense that the salesperson's and/or merchant's interests have trumped their personal interests. For example, a featured product may be one in which the company has a decided interest in ensuring that it sells.

The *behavioral* dimension refers to the actions taken by consumers during the period of manipulation, action, and reactions consistent with merchant desires. For example, consumers may add unplanned or unnecessary products into their shopping baskets. This occurs when consumers feel compelled to comply with merchant guidance, just as they feel obligated to follow a pre-established in-store flow of people or comply with the requisites of a mandatory online webpage.

Finally, the *affective* dimension corresponds to the negative feeling of having been trapped, deceived, or misled by the merchant that can be experienced by consumers during and/or after their purchase. Table 3 presents examples of quotations for each dimension of perception of manipulation.

Therefore, we propose that in-store consumer perception of manipulation is defined as the *cognitive and/or emotional interpretation of the fact that a merchant has influenced or attempted to influence consumer behavior by exploiting a bias and/or vulnerability with*

the aim of satisfying the merchant's own interests. It is important to emphasize that a consumer can therefore perceive manipulation in a situation where the interests of the merchant seem to be prioritized, even if he also derives certain benefits from it. In this sense, the results revealed that the perception of manipulation depends on (1) psychological factors (e.g., taste, vulnerability, experience), situational factors (e.g., reason for the visit), and the way marketing techniques are used by the merchant (e.g., ambiguity, excessiveness). Additionally, if a form of manipulation is perceived by the consumer, different reactions may occur (e.g., resistance, resignation, and empowerment), and negative consequences for the merchant will follow (e.g., decrease in satisfaction, loss of confidence, reduction in purchases, and negative word of mouth).

Item Generation

Upon completion of this qualitative phase, we substantiate that the aforementioned definition of the perception of manipulation aligns with consumer thinking. We examine various previously suggested dimensions of the concept in greater depth. Therefore, there is a cognitive dimension (consumer awareness and processing of information), behavioral dimension (actions taken by consumers), and affective dimension (emotions experienced by consumers). By analyzing the literature and interview recordings, a list of items is generated for each dimension of the concept. Specifically, 20 items are created following the exploratory phase, and 14 others are gleaned from the literature on marketing and psychological manipulation. The initial measurement scale comprises 34 items. Appendix II synthesizes the scale measurements at this stage of development.

After generating all the scale items, we consult a team of Canadian academics (four professors and two doctoral students). The participants are tasked with determining the relevance of each item on the measurement scale. An item content validity index (I-CVI) is used to assess the scale validity. The latter is the most frequently used method for quantitatively checking content validity (Rodrigues et al. 2017). According to Rodrigues et al. (2017), the minimum I-CVI value required to retain an item is 0.70. Given that some statements are extremely close the required minimum and that the scale seeks to consider consumer perception, at this stage statements with an I-CVI value of 0.67 or more are retained. The results indicate good scale content validity, with an S-CVI value of 0.84. Table 4 summarizes the content validity of each dimension. Expert contributors suggest a series of modifications and additions, such as the inclusion of an item measuring strong emotions such as anger. They further underscore a preference for "planned" over "needed." After effecting all suggested changes, the scale of measurement comprises a total of 26 items (25 initial items and 1 suggested item: "I was angry with the merchant").

Scale Refinement and Purification

Before conducting exploratory factor analysis, we begin by testing the online questionnaire with 11 Canadian consumers who had previously had the impression that a merchant had attempted to manipulate them while visiting a store or service company.[1] The objective of this stage is to ensure that there are no problems or issues and that the questionnaire is readily comprehensible. The first question seeks to elicit more information

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[1]At the outset, data collection also extends to experiences on merchant websites, but the online perception of manipulation proves less present, and we decide to retain only experiences at physical points of purchase.

about the experience (e.g., visit context, type(s) of desired product (s), and manipulative techniques employed by merchants). The second series of questions focuses on the nature of the perceived manipulation. All concept dimensions are represented. Therefore, more precise questions on the manipulation are asked to reduce bias. A 7-point Likert scale (1= totally disagree, 7= totally agree) is used. The last section consists of questions intended to define the respondents' sociodemographic profiles.

Table 3: Definition of In-store Manipulation as Perceived by Consumers*

Dimension	Verbatim comments
Cognitive	*"Manipulation occurs when an individual attempts to persuade another of something, or to sell something of interest to him or her without being attentive to customer needs and tastes."* C.1, F., 57 years
	"Individuals who do get manipulated generally figure it out and must say to themselves, "It will never happen to me again."" C.2, M., 62 years
	"For certain, if someone manipulates you, you are not immediately aware of them having done so. You think that your decision is your own." C.18, W., 28 years
Behavioral	*"It's about getting customers to purchase more than what they came into the store to purchase."* C.14, M., 25 years
	"You go into a store for one thing and come out with a cart a little fuller that you would have thought." C.12, W., 54 years
	"When you purchase items that you do not necessarily need, you are being somewhat manipulated. If you allow yourself to be convinced to buy something that you hadn't even thought of buying." C.19, W., 26 years
	"If I go to a store for one thing and leave with more because the retailer intervenes and changes the course of my shopping experience, I would consider that as manipulation." C.20, M., 27 years
Affective	*"And then afterward, I regret having spent so much."* C.8, W., 25 years
	"Yes, I felt manipulated when I went into that store." C.16, M., 30 years
	"It's about creating needs. They manipulate us into believing that we need something. They are actually preying on our feelings." C.19, F., 26 years

*Loose translation

Table 4: Summary of Content Validity

Dimension	Number of items	Number of items retained	S-CVI
Cognitive	17	9	0.77
Behavioral	10	9	0.87
Affective	7	7	0.88
Total	34	25	0.84

A larger-scale collection of data is conducted to perform a preliminary assessment of the validity and reliability of the scale. An online survey was also conducted with adult Canadian consumers who previously had the impression that a merchant had attempted to manipulate them when visiting a store or service company. Survey respondents are recruited via social media (e.g., Facebook) and university-level undergraduate classes. To thank them, they were invited to participate in a lucky draw to win $50. After refining the database, the final sample size is 177.

The convenience sample comprises 76% women and 34% students with an average age of 35 years. Sixty-two per cent of the respondents indicate that they made their purchases despite the perception of manipulation. The most frequently mentioned products include clothing, jewelry, and accessories (38%). For 70% of the surveyed individuals, the main reason (technique) for their perception of manipulation is related to salesperson attitudes and/or sales narratives.

An exploratory factor analysis (Principal Component Analysis with Varimax rotation) is performed using the SPSS 27 software. Initial factor extractions reveal the need to remove nine items that are either correlated with several factors (lack of discriminant validity and/or content validity) or with a factor score of less than 0.50 (lack of convergent validity) (Taherdoost, Sahibuddin and Jalaliyoon 2014). Following an analysis of the entire scale and the removal of these items, the findings suggest the presence of three factors with an eigenvalue greater than 1, explaining 69.59% of the variance. The Kaiser-Meyer-Oklin value is 0.876. These findings further suggest the existence of cognitive, behavioral, and affective dimensions. With nine items removed, the measurement scale comprises 16 items. Table 6 presents each of the different items together with their factor scores. The degree of reliability (Cronbach's alpha) associated with each factor is also calculated. It is greater than 0.70 for each dimension.

Main Study and Scale Validation

The final data collection aims to validate the measurement scale and to check for concomitant validity. This exercise involves replicating the pre-test; only this time, the survey is conducted with a panel of consumers from a large recognized Canadian research firm using the same selection criteria (e.g., adult Canadian consumers who had previously had the impression that a merchant had attempted to manipulate them when visiting a store or service company). After refining the database, the final sample size is 225. This figure exceeds the minimum of 5 individuals per item, or 150 respondents in total (Hair, Anderson, Tatham and Black 1998; Roussel and Wacheux 2005). The questionnaire is essentially identical to that used for the pre-test and includes the same sections. Some questions are enhanced or expanded (e.g., categories of products/services consulted).

The final sample comprises 51% men and 68% salaried workers with an average age of 47 years. Eighty-seven percent of respondents have a specific purchase to make and 82% actually make their purchase despite the perception of manipulation. The most frequently mentioned products and services fall into the vehicle rental/purchase/maintenance category (25%). For 54% of the individuals surveyed, the main reason (technique) for their perception of manipulation is related to salespersons' attitudes and/or sales narratives. Appendix III details respondents' profiles and experiences.

Confirmatory factor analysis, carried out using EQS 6.4 software, substantiates the scale quality. We begin by developing two first-order models: The first (M1) tests the

possibility that the concept of the perception of manipulation is unidimensional. The second (M2) tests the validity of the three factors and their correlations to one another. These values are compared using standardized values. These findings confirm that the perception of manipulation is a multidimensional concept. To obtain better scores and comply with preestablished thresholds, three items are removed (COGNI01, COGNI03, and AFFECT03). Most of these items have weaker scores in the exploratory analysis. Thus, a third model (M3) is developed. This model features the best adjustment indices. The CMIN value is significant (111.153, $p < 0.000$). The CMIN/DF ratio (1.793) is between 1 and 3, and the RMSEA value (0.059) is good (Gupta and Singh 2014). The NNFI (0.962) and CFI (0.969) meet all the recommended thresholds (Gupta and Singh 2014).

Before conducting reliability and validity analyses, a second-order model (M4) is tested. The development of a second-order factor enables us to ascertain whether first-order dimensions define a broader construct, namely the perception of manipulation. Despite the positive results obtained, a comparison with Model 3 substantiates that the latter is more robust and stable, as all indices fall within the recommended limits. Therefore, perception of manipulation is a first-order construct. Table 5 compares the results obtained using the three models.

Table 5: Comparison of Adjustment Indices of Different Models

Model	CMIN	DF	CMIN/DF	RMSEA	NNFI	CFI
M1	948.804	119	7.973	0.176	0.531	0.590
M2	255.705	116	2.204	0.073	0.919	0.931
M3	**111.153**	**62**	**1.793**	**0.059**	**0.962**	**0.969**
M4	159.366	63	2.530	0.083	0.926	0.940
Recommended thresholds	$p \geq 5\%$	-	≤ 2	≤ 0.08	≥ 0.90	≥ 0.90

In Table 6, readers will observe that all lambda coefficients (weighting factors) display values greater than 0.70, except for one item with values greater than 0.60. Items therefore exhibit good factor loading with respect to their respective latent constructs (Hair, Risher, Sarstedt and Ringle 2019).

Scale Accuracy. To ensure the reliability of the measurement tool, the Joreskög rho coefficients must be greater than 0.70 (Hair et al. 1998). As set out in Table 6, all scale dimensions fall within this threshold. The scale of measurement can therefore be said to exhibit good accuracy.

Convergent Validity. To test for convergent validity, the average variances extracted (AVE) or rho of convergent validity is used with a minimum recommended threshold of 0.50 (Hair et al. 2019). Table 6 also shows that all scale dimensions have good convergent validity.

Table 6: Final Factor Structure

Code	Item	Mean (EFA/CFA)	F1 (EFA/CFA)	F2 (EFA/CFA)	F3 (EFA/CFA)
				Factor loadings	
In recalling my purchasing experience, I realize that:					
COGNI01	The store was laid out in a manner designed to incite me to make a purchase*	5.35	0.698		
COGNI02	Efforts were made to ensure that I favored one product over another	4.98/4.67	0.768/0.746		
COGNI03	Everything possible was done to get me to purchase more*	5.45	0.648		
COGNI04	Efforts were devoted to influencing my choices	5.52/4.98	0.839/0.759		
COGNI05	There was a lot of insistence from the merchant	5.52/4.73	0.708/0.626		
During this visit, the merchant succeeded in:					
BEHAV01	Getting me to make purchases without questioning my need for them	3.56/2.92		0.817/0.718	
BEHAV02	Getting me to make impulse purchases	3.73/2.84		0.890/0.768	
BEHAV03	Getting me to purchase unneeded products/services	3.66/3.03		0.918/0.875	
BEHAV04	Getting me to purchase unplanned products/services	3.79/3.28		0.909/0.860	
BEHAV05	Getting me to purchase more products than planned	3.873.05		0.911/0.818	
During or following this visit:					
AFFECT01	I felt that I had been trapped by the merchant	4.59/4.90			0.806/0.813
AFFECT02	I had the feeling of having been taken advantage of by the merchant	4.52/4.86			0.807/0.803
AFFECT03	I felt that I had been influenced by the merchant*	4.92			0.727
AFFECT04	I felt that I had been cheated by the merchant	4.31/5.17			0.838/0.896
AFFECT05	I was angry with the merchant	4.50/5.00			0.745/0.804
AFFECT06	I felt that I had been manipulated by the merchant	5.00/5.30			0.732/0.815
	Cronbach's alphas (EFA/CFA)		**0.785/0.749**	**0.948/0.904**	**0.894/0.914**
	Joreskög' rhos (CR)		**0.755**	**0.905**	**0.915**
	Rhô VC (AVE)		**0.508**	**0.656**	**0.684**

F1= Cognitive, F2= Behavioral, F3= Affective. * Items eliminated based on CFA

Discriminant Validity. Discriminant validity is tested by plotting the indices of the AVE on the diagonal of the squared correlations of the latent variables (Fornell and Larcker 1981). The indices must be greater than the values in the same line or column. As one observes in Table 7 shows, the relationships among the latent variables are not as strong as those among the constructs and their manifest variables.

Table 7: Assessment of Scale Discriminant Validity

	COGNI	BEHAV	AFFECT
COGNI	**0.508**		
BEHAV	0.111	**0.656**	
AFFECT	0.227	0.051	**0.684**

Concomitant Validity. The final stage of scale validation entails checking for concomitant validity, that is, the capacity to predict an event. To achieve this, satisfaction with the visit is assessed. Indeed, some studies suggest that a decrease in satisfaction may be associated with the perception of manipulation, since, by perceiving manipulation, the consumer is likely to have a negative attitude toward the company (Coulter et al. 1999; Cotte et al. 2005; Kim and Song 2017; An et al. 2019; Hu and Yao 2021). However, no quantitative studies have linked perceived manipulation to satisfaction.

Satisfaction with an in-store visit can "occur through a matching of expectations and perceived performance" (Bloemer and de Ruyter 1998, 501). Two items adapted from the scale developed by Zboja and Voorhees (2006) ("I was very happy with this visit"; "I really appreciated my visit") and one from the scaled developed by Biscaia et al. (2017) ("My expectations were met by this visit"), are used for measuring purposes.

Overall, the model exhibits a good fit. Indeed, the value of χ^2 is significant (χ^2 = 157.200, p < 0.000). The CMIN/DF ratio (1.604) is less than 2 and the RMSEA value (0.052) is good. The NNFI (0.967) and CFI (0.973) meet all the recommended thresholds.

Regarding the relationship between the two variables, perception of manipulation exerts a significant impact on satisfaction with the visit. R^2 indicates that 19.1% of the variance in satisfaction can be explained by the perception of manipulation. More particularly, findings evidence the significance of the impact of the behavioral (λ = 0.204, p < 0.001) and affective (λ = -0.366, p < 0.001) dimensions on satisfaction with the visit. However, the cognitive dimension does not appear to have any influence. The results are presented in more detail in Table 8 and Figure 1.

Table 8 Concomitant Validity Results

Relationship	λ	p-value
Cognitive -> Satisfaction	-0.140	> 0,10
Behavioral -> Satisfaction	0.204	< 0,01
Affective -> Satisfaction	-0.366	< 0,01
R^2 = 19.1%		

Figure 1: Concomitant Validity Model
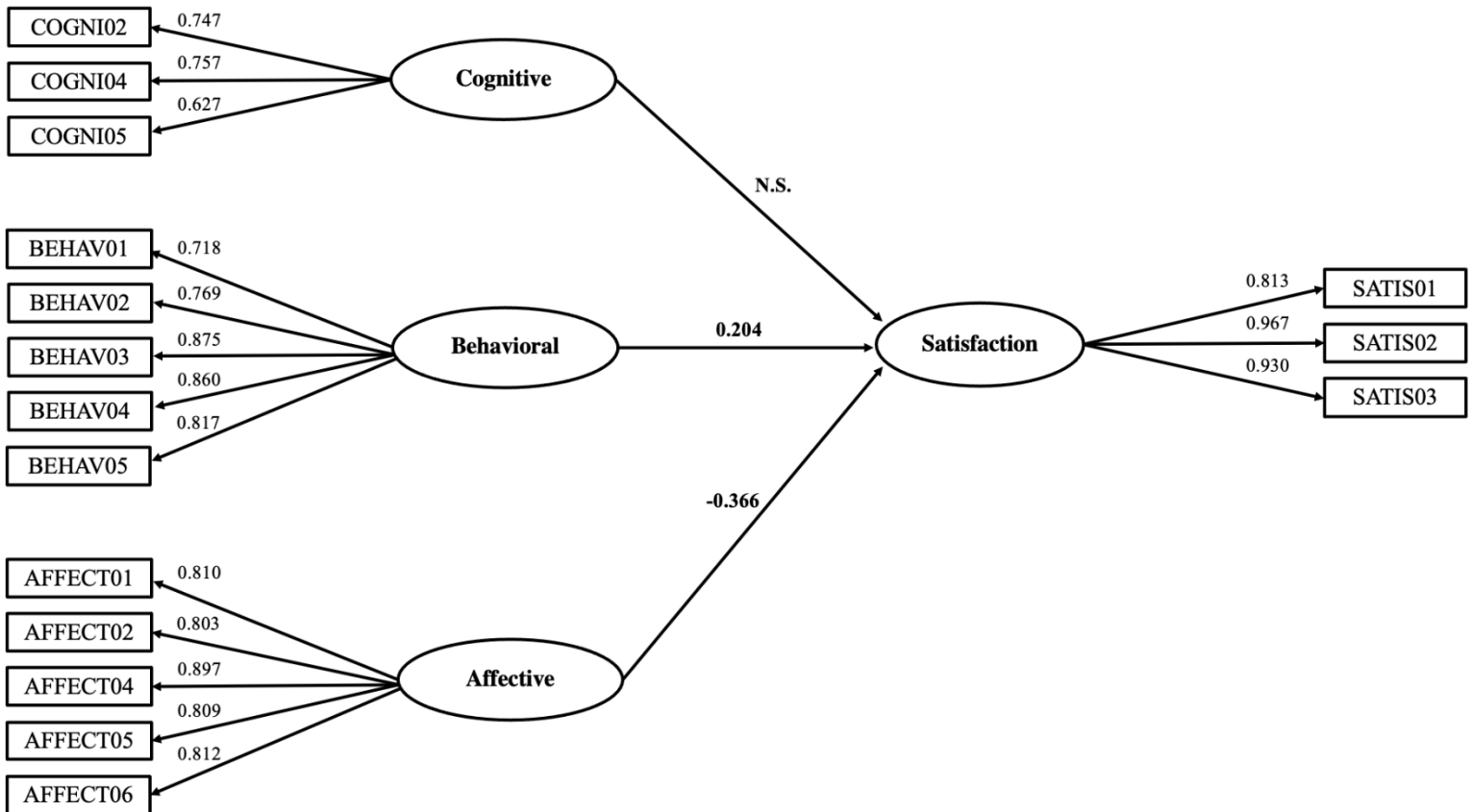
Fit indices: $\chi 2 = 157.200$, DF = 98, NNFI = 0.967, CFI = 0.973, RMSEA = 0.052

DISCUSSION AND IMPLICATIONS

This study proposes, for the first time, a multidimensional tool for measuring consumer perceptions of manipulation in a point-of-purchase shopping environment. Expanding upon the work of Lunardo et al. (2012), Lunardo and Mbengue (2013), and Lunardo and Roux (2015), this study proffers a more comprehensive conceptualization of manipulation, replete with 3 dimensions and 13 items. Two approaches are employed to construct the measurement tool: a qualitative phase to define the construct, and a quantitative phase comprising two data collection exercises to test and validate the scale.

The results of concomitant validity show that the dimensions of the perception of manipulation do not influence consumer reactions in the same way. The development of a multidimensional scale takes on all its interest here, since academics and merchants will be able to determine for each of the marketing tactics what type of manipulation is perceived and, consequently, the reaction that this can cause in the consumer.

Academic Contributions

First, following an analysis of the literature and an exploratory phase, this study adopts a new holistic definition of the perception of manipulation, adapted to the retail sector. Therefore, the concept can be defined as the *cognitive and/or emotional interpretation of the fact that a merchant has influenced or attempted to influence consumer behavior by exploiting a bias and/or vulnerability with the aim of satisfying the merchant's own interests.* This definition is consistent with that found in topical literature. The notions of bias, vulnerability (Van Dijk 2006; Sunstein 2016) and behavioral modifications (Van Dijk 2006; Gatignon and Le Nagard 2015; Spencer 2020), indeed surface time and again. Nonetheless, the study's findings suggest that emotions represent a full-fledged dimension of the concept rather than a consequence (Derbaix 1995; Boudewyns et al. 2013). This concept is substantiated in consumer responses and consumer accounts of shopping experiences, detailing instances of perception of manipulation and ruling out consumer deductive reasoning as the sole origin of perception of manipulation. A feeling (e.g., consumers sense that salespersons are eyeing them) or emotion (e.g., consumers regret their purchases) can trigger or lead to a perception of manipulation.

Second, as revealed in the qualitative phase and validated in the quantitative phase, this study identifies the component dimensions of the concept of consumer perception of manipulation. These dimensions are grouped into three categories: cognitive (consumer awareness and processing of information), behavioral (actions taken by consumers), and affective (negative emotions experienced by consumers). This third dimension shows that in situations of perceived manipulation, individuals assess both themselves and the merchants. In addition to offering a more in-depth understanding of the affective dimension, the scale considers consumers' physical actions and behavioral patterns, thereby providing a more appropriate tool.

Despite the proven reliability and viability of the scale, the results of this study highlight that the cognitive dimension comprises a limited number of items. A possible explanation for this finding is that the resulting period of reflection is directly linked to a perception that may have evolved between the shopping experience and participation in the survey. Conversely, the behavioral and affective dimensions directly relate to what consumers do or feel, an aspect that cannot have evolved between the two occurrences.

Third, this study spawns a multidimensional scale with proven satisfactory levels of reliability and validity for measuring consumer perceptions of manipulation. As mentioned previously, the validated scale comprises 13 items spread across three dimensions and, for the first time, empirically validates the link between the perception of manipulation and satisfaction. Specifically, consumer behavior (behavioral dimension) has a positive impact on satisfaction. Although this may seem surprising, it can be explained by the fact that the immediate aspect of an impulsive or unplanned purchase leads to satisfaction, especially when the purchased product is of high quality (Maqsood and Javed 2019). Conversely, the negative emotions experienced by consumers (affective dimension) have a negative impact on satisfaction, which is consistent with the literature (Garrouch et al. 2006). Finally, cognitive processing (cognitive dimension) does not appear to affect satisfaction. This could be explained by the fact that the surveyed consumers had enough hindsight to find other positive elements of the experience, even if they had a cognitive perception of having been manipulated. Overall, 19.1% of the variance in satisfaction is explained by the perception of manipulation (R^2), which is consistent with the influence of

other predictors, such as the amount purchased (19%) or perceived honesty (17%) (Wee and Cheong 1991). In the literature, a combination of several variables makes it possible to increase variance: value, trust, and resistance to change (79%) (Taylor and Hunter 2014), or even brand personality and brand experience (48%) (Ishida and Taylor 2012).

Managerial Implications

In light of the findings of this study, several recommendations can be made to merchants seeking to avoid instances of consumer perception of manipulation, whether real or attempted. First, it is crucial for managers to be aware that this is not because they do not seek to manipulate, that consumers will not perceive their actions as manipulative. They must also know that the perception of manipulation can influence satisfaction with the visit not only through immediate aspects, such as impulsive purchases, but also through emotional factors.

The results also underscore the fact that salespersons are often perceived as manipulative, even when the attempt to manipulate is unintentional. To avoid this, we suggest that they implement strategies to manage customer emotions, for example, by offering proactive solutions in the event of problems and by informing them in a clear and honest way about products, prices, and promotions. In this sense, certain studies have focused on consumers' emotions and their sensitivity to salesperson influence and encouraged retail directors to recruit empathetic, enthusiastic, and professional people who will form real relationships with customers, rather than influencing them with a series of recommendations (Lee and Dubinsky 2003; Jin and Hong 2004).

Similarly, it is essential to create an equal relationship between the seller and the consumer so that the latter feels confident. For this reason, he must listen and not force purchases. It is also recommended that the quality of products be ensured to optimize satisfaction with the visit, particularly in the case of impulsive purchases. Continuous analysis of customer feedback can also be conducted to identify trends and areas to be improved. Ultimately, this will allow strategies to adapt to changes in customer perceptions.

Although the cognitive dimension does not seem to directly affect satisfaction, managers may want to monitor this dimension closely. Ensure that customers perceive added value even if they have a certain consciousness of manipulation. More specifically, even if certain tactics lead consumers to perform physical actions or modify their behavior, it is important for them to feel free in their actions. In the case of a pre-established in-store flow of people, one option is to create shortcuts and make them clearly visible to customers. This would prevent them from feeling overly controlled.

Therefore, this new scale provides academics and managers with a tool for measuring consumer perceptions of manipulation and a tool that can help them identify and segment customers based on their perceptions. Moreover, this scale enables the identification of weak points and facilitates marketing strategies. This can be crucial, especially because consumers who think the company has done everything right to fix its mistakes are also inclined to forgive the brand (Karani 2021).

In summary, understanding perceptions of manipulation offers managers the possibility of strengthening trust and promoting long-term fidelity. Indeed, simply because consumers seem comfortable enough to make purchases (e.g., not complaining) does not mean that they are. Even if the repercussions are not visible in the short-term, they are

visible in the long-term. The objective of this theme is to ask the right questions before it is too late. Merchants who want to maintain satisfaction must establish strategies that are perceived positively. Ultimately, the image of their brand and marketing will improve.

LIMITATIONS AND FUTURE RESEARCH

This study has several limitations. First, participants may have experienced some difficulty in responding, given the time elapsed between the shopping experience and the survey questionnaire. There may also be a gap between the narrative and actual behavior. Additionally, as the survey was carried out in a post-COVID context, during which consumers visited stores less frequently, the sample size could be augmented. Consequently, the replication with a greater number of participants would be relevant.

The study findings also point to the main reason for consumer perception of manipulation, namely, salesperson attitudes and/or sales narratives. Future studies could focus on the types of narratives and contexts in which these perceptions hold.

Replications and comparisons with different types of commercial establishments or industries could also be conducted. In-store techniques and consumer expectations are not necessarily the same across sectors. Regarding consumer profiles, effects linked to gender, age, and culture could, for example, be analyzed. Some studies suggest that differences may exist in ethical consumer behavior (Rao and Al-Wugayan 2005).

Although the items are developed to align with the requisites of a physical point-of-purchase or merchant website, the dearth of responses related to the online perception of manipulation resulted in tool development being finalized solely for the in-store channel. A complementary study could validate these items in the context of online manipulation.

Finally, this new scale can also be used in empirical studies aimed at identifying the antecedents and consequences of consumer perceptions of manipulation.

CONCLUSION

This study highlights the importance of evaluating consumer perceptions of manipulation in light of purchasing experiences. A re-examination of thinking in this regard, initiated by Lunardo et al., would assist managers in ensuring that their practices remain consumer-centric and align with consumer expectations. A new multidimensional measurement tool adapted for the retail sector will enable academics and managers to better understand the fundamentals underlying perceptions of manipulation.

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Appendix I: Description of Interview Participants

Respondent	Age	Gender	Level of education	Principal occupation	Civil status	Place of residence
In-store taste-testing:						
1	57	W	DCS*	Housewife	Married	France
2	62	M	DCS	Musician	Married	France
3	28	M	DCS	Barista	Single	France
4	52	M	Associate degree	Receptionist	Married	France
5	55	W	DCS	Salesperson	Married	France
6	30	M	DCS	Server	Single	France
7	24	M	Associate degree	Salesperson	Single	France
8	25	W	Bachelor's degree	Receptionist	Single	France
9	25	W	Associate degree	Children's entertainer	Single	France
10	26	W	Associate degree	Quality assistant	Single	France
Pre-established people flow:						
11	53	M	Secondary school	Entertainment worker	Civil union	France
12	54	W	Associate degree	Entrepreneur	Living together	France
13	22	W	Certificate	Education assistant	Single	France
14	25	M	Associate degree	Server	Single	France
15	27	W	Associate degree	Quality assistant	Single	France
16	30	M	DCS	Electrician	Single	Canada
17	56	W	Bachelor's degree	Teacher	Married	Canada
18	28	W	Master's degree	Product manager	Married	Canada
19	26	W	Master's degree	HR coordinator	Living together	Canada
20	27	M	Master's degree	E-commerce Specialist	Living together	Canada

*Diploma of College Studies

Appendix II: Synthesis of Measures during Generation of Items

Dimensions	Items	Source
Behavioral	*10 items* **In-store, the merchant succeeded in:**	
	- Keeping me longer than planned	Inspired by Lunardo and Roux (2015)
	- Having me make purchases without questioning my need for them - Having me make impulse purchases	Inspired by Sénéchal (2011) and Saleh (2012)
	- Having me purchase unneeded products - Having me purchase unplanned products - Having me purchase more products than planned - Speaking about and/or conveying positive information about him - Having me visit more aisles/pages than planned - Getting me to subscribe to a service (e.g., subscription, loyalty program, etc.) - Manipulating me	Item creation
Cognitive	*16 items* **In recalling my purchasing experience, I realize that:**	
	- The merchants proved particularly persuasive - Everything possible was done to get me to purchase more	Inspired by Lunardo and Roux (2015)
	- The merchant prevented me from retaining control over my decisions - My choices were not determined by my desires but rather were influenced by the merchant	Inspired by Banikema and Roux (2014)
	- The store was laid out in a manner designed to entice me to make a purchase	Inspired by Lunardo and Mbengue (2013)

	- I was drawn into rivalry with the merchant - My needs did not seem to be a priority for the merchant - The situation proved more profitable for the merchant - Salesperson's and/or merchant's interests took priority over mine	Inspired by Saxe and Weitz (1982)
	- I was controlled by the merchant - Efforts were made to ensure that I favored one product over another - I was robbed of my free will - The situation was not win/win - I was enticed to purchase additional products/services - Efforts were devoted to influencing my choices - I get the impression of having been manipulated	Item creation
Affective	*7 items* **Following my purchasing experience:**	
	- I felt that I had been trapped by the merchant	Inspired by Rousseaux, Loussaïef, and Delchet-Cochet (2019)
	- I was annoyed at myself for making my purchase	Inspired by Andersen (2013)
	- I had the impression of having been taken advantage of by the merchant - I felt that I had been influenced by the merchant - I felt that I had been tricked by the merchant - I felt that I had been cheated by the merchant - I felt that I had been manipulated by the merchant	Item creation

Appendix III: Characteristics of Respondents and Respondent Experiences during Final Data Collection

Variable	Categories	Frequency (% valid)
Gender		
	Woman	109 (48.4)
	Man	**114 (50.7)**
	Non-binary	2 (0.9)
Principal occupation		
	Salaried employee	**154 (68.4)**
	Student	5 (2.2)
	Retiree	42 (18.7)
	Unemployed	2 (0.9)
	Self-employed	13 (5.8)
	Stay-at-home mom/dad	7 (3.1)
	Prefer not to answer	2 (0.9)
Salary		
	Less than $20 000	6 (2.7)
	$20 000 to $39 999	20 (8.9)
	$40 000 to $59 999	**46 (20.4)**
	$60 000 to $79 999	38 (16.9)
	$80 000 to $99 999	27 (12)
	$100 000 to $119 999	22 (9.8)
	$120 000 +	30 (13.3)
	Prefer not to answer	36 (16)
Education		
	Primary	1 (0.4)
	Secondary school	29 (12.9)
	Community college or cégep diploma	63 (28)
	Undergraduate degree	**82 (36.4)**
	Master's or doctorate	46 (20.4)
	Prefer not to answer	4 (1.9)
Age	**Average** = 47.24 years	
Date of visit	**Less than 6 months**	**120 (53.6)**
	From 6 months to 12 months	55 (24.6)
	From 12 months to 18 months	21 (9.4)
	From 18 months to 24 months	28 (12.4)
Accompaniment during visit	**Alone**	**147 (65.3)**
	Accompanied	78 (34.7)
Main reason for visit	**Visit with intent to purchase**	**196 (82.2)**
	Visit without intent to purchase	29 (12.9)

Purchase made	**Yes**	**185 (82.2)**
	No	40 (17.8)
Total amount of purchase	**Average** = $8110.83	
Interaction with contact personnel	None at all	26 (11.6)
	Yes, during consultation of products/services	**138 (61.3)**
	Yes, when checking out	46 (20.4)
	Yes, during service delivery	53 (23.6)
Product(s)/service(s) consulted		
	Personal hygiene, health and cosmetics	19 (8.4)
	Fashion, clothing, jewelry, accessories	25 (11.1)
	Household items, renovation/cleaning products	27 (12)
	Tourism, hotel, restaurant, leisure	13 (5.8)
	Financial services and insurance	12 (5.3)
	Electronics and computers	19 (8.4)
	Games, music, books and other leisure items	7 (3.1)
	Groceries, organic and specialized food items	31 (13.8)
	Furniture and appliances	26 (11.6)
	Telephone and Internet services	18 (8)
	Purchase/rental of vehicle, vehicle repairs, accessories, fuel	**57 (25.3)**
	Pets and related services	1 (0.4)
Main reason for perception of manipulation		
	Use of ambient fragrance/perfume	1 (0.5)
	Use of ambient music	2 (1)
	Discount/promotional offers	34 (15.1)
	Taste-testing or product trialing	5 (2.2)
	Implementation of pre-established people flow	12 (5.3)
	Employee attitude and/or sales narrative	**122 (54.2)**
	Showcasing of certain products	10 (4.4)
	Suggested offers and/or products at checkout	21 (9.3)
	Reason unrelated to a marketing technique (e.g., deception)	18 (8)