

**Key words:** *psychology, manipulation, education*

**Abstract:** The text will be focused on psychological techniques of influencing the behavior of the consumer in general and the educated consumer especially. Our efforts will be turned towards verifying the hypothesis which states that the transformation of the educational process in a marketing activity has led towards the distortion of its role.

We do a short analysis of the psychology-economy, about the way the formal economical thinking ignores the way the organizations use their power in their own interest, of the mode the illusion of option, of respect and especially of freedom of the consumer do nothing more then take the consumer to the standards the market is saving him most of the time from the effort of thinking.

The objective of our action will be complete after the establishment of a psychological profile of the consumer with an education.

We highlight, further, the importance of getting some clear final judgments of the educational process in accordance with the environment the educated consumer has to adapt. Also the limits and advantages, the moral side, but also the immoral side of the manipulating techniques of the consumers with a good education.