

# Subliminal Advertisement and Its Impact in Online Shopping

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## Abstract–

**T**here has been long discussion in regards to the effect of subliminal notices i.e. to state whether these sorts of advertisements make more noteworthy effect of an individual, whether it influences the psychological part of a customer whereby he/she then goes for compulsive purchasing. This research proposition attempted some portion of emotional aspects of a consumers that can be influenced by subliminal advertisements like, attitude, perception, involvement in purchasing behavior, ethical and unethical behavior of marketers, believability in increasing the market share and customers through these advertisements, whether such advertisements create any confusion, negative aspects, sexual stimulus, Compulsive buying habits if any, purchase intentions and purchase privacy. This research study thinks about has been directed in Tamilnadu state region, Chennai and respondents under study are both genders in the age gathering of 18 to 50. Studies throughout the most recent decade have demonstrated that subliminal preparing can really create impacts that specific conditions are met. This research study goes for surveying whether subliminal advertisements can be an effective tool additionally with regards to preparing subjects through internet shopping . it means to assess whether multiple exposures to the subliminal message can prompt to higher results in terms of priming efficacy. An analysis is henceforth led and the results are discussed, considering the suggestions that may emerge as an outcome of this study. Flawed issue comes up when use of subliminal messages in advertising turns into an indispensable component. While a couple of advertisers and customers agree that if subliminal messages are authentic, they exhibit no effect on clients; others assume that these messages specifically influence sale of specific things being advertised. Investigate around there is crucial to see whether subliminal messages are genuine and ethical to be utilized as a part of advertising today.

**Keywords–** Subliminal advertising, Ethical, Emotions, Stimuli, Attitude. Behaviour

## I. INTRODUCTION

Subliminal messages are secreted messages that are made to follow up on your subconscious mind. They are an endeavor to make you think or need something without you notwithstanding acknowledging it. These concealed messages can be transmitted by pictures blazing to a great degree quick on a screen, in pictures inside pictures, in subjects, or even in trademarks. This paper discusses the effect of the subliminal messages on the purchasing conduct of the customer and the expanded utilization of this device by the advertisers to build the offers of their products. In the previous decade, there has been an emotional change in the way that customers have adjusted their customary method for shopping. Choices can be produced using home calm taking a gander at different decisions and costs can be effortlessly contrasted with the contender's items with land at a choice. This prompts development of web shopping. The part of Internet has been quickly getting to be inescapable to corporate and society. Over the world, governments and corporate have been working towards the better usage of the web. At first, the Internet was seen as correspondence media and now, gradually, transforming into an effective business media. It gives an immediate scope to end clients, in this manner, the dealers wish to utilize this to pick up cost focused edge. Today the Internet is a systems administration media, as well as a method for exchange for purchasers at worldwide business sector. Its use has become quickly over the previous years and it has ended up regular means for conveying and exchanging data, administrations and merchandise. For sure, the Internet has not just gave better approaches to purchasers to find out about and get items and administrations online yet has additionally changed shopper purchasing designs. It is thoughtfully not the same as other advertising channels and web advances "balanced" correspondence between the dealer and the end client with round the clock client administration. Today, web advertising is the quickest developing fragment of e-business.

The quantity of Internet clients worldwide is constantly rising. Joines, Scherer and Scheufele, (2003) have unveiled that shopping on the web is one of the primary reasons why numerous individuals utilize Internet. Notwithstanding if customers shop on the web or in physical stores they experience different strides of a purchasing procedure and, they as a rule have particular items as a top priority when arranging their buy, yet may even now wind up purchasing different items, unplanned . In stores, this would happen due to an in-store advancement that goes about as a boost, update, recommendation or hedonic reasons (Inman, McAlister, and Hoyer, 1990). Buyers settle on acquiring choices on account of different variables that they are presented to in the stores. Advertising through the web must be quick, accustoming to the fast changes, new devices and new clients. Additionally, considering the way that a few items offer superior to others in the web, the web based promoting must be done having this point as a main priority. The internet showcasing will take extensive time and exertion for a client to get pulled in.

## II. OBJECTIVES

1. To examine the impact of subliminal advertisement in online shopping.
2. To study the ethical and unethical behavior of marketers by targeting the audience through subliminal advertisements.
3. To study the customer perceptions of actions, emotions, depicted in subliminal advertisements and their likely involvement in such behaviors.

## III. REVIEW OF LITERATURE

**Zanone (1980)** has inspected that, unattended boosts can be handled to a degree that is adequate to inspire a resulting full of feeling response without their being perceived as having been beforehand experienced. "full of feeling responses can happen without broad perceptual subjective encoding. Dependable full of feeling segregations (like/aversion) can be made in absolute nonattendance of acknowledgment memory". **Rogers and Smith 1993; Trappey 1996** subliminal publicizing system are utilized by advertisers which comprises of installing subliminal jolts in promotions keeping in mind the end goal to make promoting more compelling and impact buyer's acquiring conduct without them monitoring it. **Cuperfain and Clarke** additionally demonstrates that it is conceivable to affect watchers expressed inclination without their notwithstanding staying alert that their inclination are being tended to. As per **Wilson byron key (1986)**, subliminal strategies are utilized broadly in promotions and plugs and have the ability to make individuals purchase the publicized items. (**Taylor Retrie December, 5, 2007**) the general population and the scholarly world saw subliminal messages as a channel that in a roundabout way makes standoffish conduct, for example, early sex incitement in youngsters in esteem arrangement of an individual, social change, self-destructive acts and Drug utilize. **Moore (1982)** recommends that showcasing utilizations of subliminal advertisement and the likelihood of affecting customer conduct is low.

### DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND PERCENTAGE ANALYSIS

#### Sexual distribution

Sex	No's	%
Male	116	58
Female	84	42
Total	200	100

#### Age distribution of respondents

Age	No's	%
18- 20	20	10
21-30	73	36.5
31-40	56	28
41-50	51	25.5
Total	200	100

#### Job distribution of respondents

Job	No's	%
Govt. Employee	23	11.5
Pvt. employee	65	32.5
House wife	17	8.5
Business class	24	12
Students	71	35.5
Total	200	100

#### Behavioral aspect of advertisements

Behaviors	No's	%
Advertisers rightly targeting Audience	45	22.5
Same perception for all advertisements	55	27.5
Ethical	37	18.5
Unethical	63	31.5
Total	200	100

#### Effectiveness of subliminal Advertisements in online shopping

Level of effectiveness	No's	%
Highly effective	23	11.5
Effective	19	9.5
Create confusion	34	17
Average	53	26.5
Less effective	71	35.5
Total	200	100

#### Average subliminal AD watched per month

Count	No's	%
Less than 5	89	43.5
6 to 10	88	44
More than 10	23	12.5
Total	200	100

#### Level of subliminal category

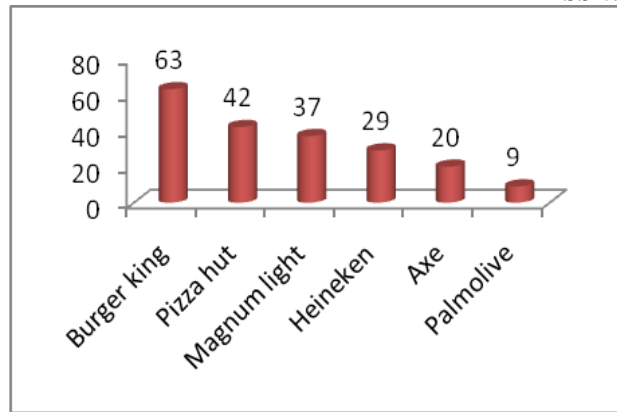
Name of the brand	No's	%
Burger king	63	31.5
Pizza hut	42	21
Magnum light	37	18.5
Heineken	29	14.5
Axe	20	10
Palmolive	9	4.5
Total	200	100

#### Thinking aspect of the word "sex" used in AD

Aspects	No's	%
Boost up the sales	45	22.5
Reduce the sales	68	34
No impact	64	32
Hallucination	23	11.5
Total	200	100

#### Women are portrayed as sexual suggestive figure

Perception	No's	%
Strongly disagree	15	7.5
disagree	33	16.5
Neutral	42	21
agree	47	23.5
Strongly agree	63	31.5
Total	200	100



**IV. RESEARCH METHODOLOGY**

The methodology of the study mainly depends on primary data collected through well framed structured questionnaires to elicit the well considered opinions of the respondents. The research design undertaken by the researcher is descriptive research design. The respondents were selected through convenience sampling technique. The sample size of the research is 200 and those respondents are the online shoppers. This research study thinks about has been directed in Tamilnadu state region, Chennai and respondents under study are both genders in the age gathering of 18 to 50. The gathered questionnaires were analyzed through Factor analysis, Wilcoxon signed test, ANOVA and Paired ‘T’ test.

**V. ANALYSIS AND INTERPRETATIONS**

**(i) ANOVA**

Null Hypothesis Ho: There is no significant association between age and influence of subliminal advertisements  
 Alternative Hypothesis H1: There is significant association between age and influence of subliminal advertisements

	Sum of Squares	Df	Mean squares	F	Sig.
Between groups	106.294	3	35.431	88.482	.000
Within groups	78.486	196	.400		
Total	184.780	199			

age

Duncan

Influence of subliminal advertisements	N	Subset for alpha =0.05		
Not at all influence	61	1.8197		
Mostly influence	52		2.3846	
Indifferent	34			3.3824
Somewhat influence	53			3.5472
Sig.		1.000	1.000	.205

means for groups in homogeneous subsets are displayed

Based on result generated by SPSS 21, the significant value is 0.000 and it is lower than 0.05 so reject null hypothesis. Hence there is a significance association between age and influence of subliminal advertisements.

**(ii) FACTOR ANALYSIS**

**Factor Analysis for Impact of Subliminal Advertisement in Online Shopping KMO and Bartlett's Test**

The dimensions of impact of subliminal advertising in online shopping the customers was examined using factor analysis based on five individual statements and the reliability of the subsequent factor structures was then tested for internal consistency of the grouping of the items. The five factors of impact of subliminal advertising are related to the following: 1. Subliminal advertising is less reliable 2. Consumers have less degree of confidence on subliminal advertising 3. High frequency subliminal advertisements irritates consumers. 4.The embedded message has no relevance to the product 5. Ads fails to keep promises.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879
Approx. Chi-Square	2069.575
Bartlett's Test of Sphericity	d.f. 10
	Sig. .000

High value of KMO (0.879 > .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett’s test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables.

**(iii) WILCOXON SIGNED RANK TEST**

		N	Mean rank	Sum of ranks
Youth like ads with ranks	Negative	0 <sup>a</sup>	.00	.00
sexual messages – ranks	Positive	161 <sup>b</sup>	81.00	13041.00
Subliminal advertisements affect behavior of youth in society	Ties	39 <sup>c</sup>		
	Total	200		

Youth like ads with sexual messages < Subliminal advertisements affect behavior of youth in society  
 Youth like ads with sexual messages > Subliminal advertisements affect behavior of youth in society  
 Youth like ads with sexual messages = Subliminal advertisements affect behavior of youth in society

Test statistics<sup>a</sup>

	Youth like ads with sexual messages - Subliminal advertisements affect behavior of youth in society.
Z	-11.370 <sup>b</sup>
Asymp.sig. (2 tailed)	.000

a .wilcoxon signed ranks test  
 b. based on negative ranks

From the below table, the significant values of pair Youth like ads with sexual messages and Subliminal advertisements affect behavior of youth in society are less than 0.05 and hence the above pair is significant.

**(iv) PAIRED ‘T’ TEST**

Null hypothesis H0: There is no significant association between Women are portrayed as sexually suggestive figure and General opinion about subliminal advertising is unfavorable.

Alternative Hypothesis H1: There is significant association between Women are portrayed as sexually suggestive figure and General opinion about subliminal advertising is unfavorable.

Paired sample statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Women are portrayed as sexually suggestive figure	3.3900	200	1.25930	.08905
	General opinion about subliminal advertising is unfavorable	3.4550	200	1.21050	.08560

Paired sample correlation

		N	Correlation	Sig.
Pair 1	Women are portrayed as sexually suggestive figure & General opinion about subliminal advertising is unfavorable	200	.981	.000

	Mean	Std.deviation	Std.error mean	Paired differences		t	df	Sig. (2 tailed)
				95% confidence interval of the difference				
				Lower	upper			
Pair 1 Women are portrayed as sexually suggestive figure - General opinion about subliminal advertising is unfavorable	- .06500	.24714	.01748	-.09946	-.03054	-3.719	199	.000

The mean score of Women are portrayed as sexually suggestive figure is 3.3900 and mean score of General opinion about subliminal advertising is unfavorable is 3.4550 and the difference between their mean is 0.6500. Based on the result generated by SPSS, the significant value is .000 and it is lesser than 0.05 so reject null hypothesis. Hence there is a significant association between Women are portrayed as sexually suggestive figure and General opinion about subliminal advertising is unfavorable.

## VI. FINDINGS AND RESULTS

Based on the behavioral aspects of subliminal advertisements, majority of the respondents (31.5) feel that usage of subliminal advertisement is unethical and 22.5 respondents feels that Advertisers rightly targeting the audience and (27.5) says that Same perception for all advertisements and least (18.5) feels that is ethical behavior. In the aspect of thinking the word “sex” is used in the advertisements it reduces the sales and effectiveness of subliminal advertisement in online shopping is found to be less effective. Continual watching of subliminal advertisements create curiosity to know more about the subliminal advertisements in detailed also 45% of the customers wonders the creativity of subliminal advertisements. Subliminal advertisements can slightly affect people attitude and beliefs also it affects behavior of the people. There is no strong evidence in the study in terms of increasing sales, if online shoppers find out the word “sex” is embedded /camouflaged in an advertisement. Majority of the respondents thinks that subliminal advertisements are not at all influence in online shopping. Consumers have less degree of confidence on subliminal advertisements also it is less reliable.

High frequency of subliminal advertisements irritates consumers mainly female consumers and it is frequently watched by youth segments. Subliminal advertisements produce incomplete information to make audience curious about the brand.

paired T-test test shows that the mean score The mean score of Women are portrayed as sexually suggestive figure is 3.3900 and mean score of General opinion about subliminal advertising is unfavorable is 3.4550 and the difference between their mean is 0.6500, the significant value is .000 and it is lesser than 0.05 so reject null hypothesis. Hence there is a significant association between Women are portrayed as sexually suggestive figure and General opinion about subliminal advertising is unfavorable. Wilcoxon signed rank test shows that the significant values of pair Youth like ads with sexual messages and Subliminal advertisements affect behavior of youth in society are less than 0.05 and hence the pair of variables are significant. In factor analysis five factors of impact of subliminal advertising were related and tested : 1. Subliminal advertising is less reliable 2. Consumers have less degree of confidence on subliminal advertising 3. High frequency of subliminal advertisements irritates consumers. 4. The embedded message has no relevance to the product 5. Ads fails to keep promises based on High value of KMO (0.879 > .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett’s test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables. The level of significance ie, ANOVA. Results specify that significant level is 0.000 and it is lower than 0.05, as a result leads to rejection and shows significant association between age and influence of subliminal advertisements.

## VII. CONCLUSION

Nowadays internet is the media which dominates all other, also people prefer to shop in online for their comfort and time saving. Advertisements plays a vital role for marketers to increase their sales, attract the customers to lead a market position and to sustain in their competitive edge. Most of the respondents chosen in this study are influenced by advertisements, almost 70% of the respondents aware of subliminal advertisements have been used in the advertisement for boost up the sales and to capture the market, especially in online shopping the frequency of subliminal advertisements are increasing day by day . Majority of the respondent’s feels that advertisers and marketers doing unethical practices by using subliminal advertisements in online shopping. Nowadays youth like ads with sexual messages and the theme of sexual make everyone look at the product eg KS deodorants. Subliminal advertisements with sexual themes makes everyone remember a brand. Watching advertisements with family members leads to embarrassments at times. Subliminal advertisements are making youth brand conscious also it affects values of youth in society. General opinion about subliminal advertisements are unfavorable and it increases cost of the product. Level of ethics in subliminal advertisements is low these days. High level of suggestion given by the respondents for the marketers and advertisers to go with the ethical way and to ensure it should not affect people attitude, belief and behavior.

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ANNEXURE  
SUBLIMINAL ADVERTISEMENT USED IN THIS RESEARCH STUDY

