

ABSTRACT

Subliminal persuasion means persuading consumers towards a particular action when actually the target is not aware about it. Consumer exposed to subliminal advertisements can be tempted towards irrational behaviour like that of unplanned buying and compulsive buying. Davie Lakhani (2008) has categorized half sexual actions in ads, Metaphor & Celebrity endorsement all into subliminal advertisements. Though there are instruments that can be used to directly measure the impact of subliminal advertisements on a consumer, but in this research Developed Instrument was used to see how consumers report their cognition, affection and it also explored whether consumers exposed to subliminal advertisements were able to evaluate subliminal advertisements, how much thrilled and involved consumers felt about the characters depicted in subliminal advertisements was also part of the study. The study considered few of the advertisements containing subliminal messages which were given to respondents as a case study. Sample size of 390 was chosen which included males, females, married, unmarried youth ranging in the age group of 18-35 from different professional and non-professional back grounds. The overall results have revealed mixed behaviour of respondents after they were exposed to subliminal advertisements. Though the subliminal advertising is used as a technique for generating sales which forms legitimate goal of an organization but how such exposure to subliminal advertisements is going to affect the life pattern of a consumer in long run is a matter of greater concern.

Keywords: Subliminal Ads, Subjugation, Emotions, Cognitions and Irrational Behaviour.