

# **SUBLIMINAL MARKETING**

**MOHAMMAD BASIT RIZVI  
01-120082-032  
(Phone#0300-5245294)**

**MBA-Marketing**

**Bahria University Islamabad Campus**

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**Advisor: Shahid M. Haq, Faculty of Management  
Sciences**

## **ABSTRACT**

This thesis aims to study the phenomenon of Subliminal Marketing. A subliminal message is a signal or message embedded in another object, designed to pass below the normal limits of perception. These messages are indiscernible by the conscious mind, but in certain situations can affect the subconscious or deeper mind and later actions or attitudes.

Detailed analysis has been conducted on the enigma that is Subliminal Advertising in the context of modern marketing techniques. The concept of Subliminal Marketing in the context of Behavioral Marketing has also been touched upon.

Awareness regarding subliminal marketing in Pakistan has also been looked into with regards to a certain fixed sample and research conducted in the Islamabad/Rawalpindi region. In addition, this research answers the question of whether Subliminal Marketing is an ethical practice or not.

Name of student: Mohammad Basit Rizvi.

Name of supervisor: Shahid Mustafa Haq.

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