

Majors: MKT

Major No.: M/ 24

***THE EFFECT OF SUBLIMINAL ADVERTISEMENT ON
CONSUMER PURCHASE INTENTION***



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Spring-2022

FINAL PROJECT/THESIS APPROVAL SHEET**Viva-Voce Examination**Viva Date 1/8/2022

Topic of Research: The Effect of Subliminal Advertisement
on Consumer Purchase Intention

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Acknowledgment

In preparing this thesis, I was in contact with many people, researchers, academicians, and practitioners. They have contributed to my understanding and thoughts. In particular, I wish to express my sincere appreciation to my thesis supervisor, Professor Dr. Awais Mehmood, for his encouragement, guidance, critics, and friendship. I am also very thankful to Professor Nida Kamal for her guidance, advice, and motivation. Without their continued support and interest, this thesis would not have been the same as presented here.

Librarians at Bahria University also deserve special thanks for their assistance in supplying the relevant literature. My fellow students should also be recognized for their support. My sincere appreciation also extends to all my colleagues and others who have assisted on various occasions. Their views and tips are useful indeed. Unfortunately, it is not possible to list all of them in this limited space. I am grateful to all my family members.

Abstract

The study was conducted to determine the role of a subliminal advertisement on consumer behaviour by taking ad perception as a mediating variable and the ethical considerations as a moderating variable. This depicted a strong and positive relationship between the variables. Presently, the firms are delivering hidden or subliminal messages which are impacting the subconscious of the customers which will enhance their purchasing power of the customers. The data was gathered from a sample of 254 respondents to illustrate the impact of subliminal advertisement on consumer purchase intentions. This provided a brief picture of the analysis and aided in conducting effective research. The data was gathered by using the questionnaire method which was reliable and consistent. Afterward, the data was entered and analysed and multiple tests were applied including the reliability, frequency distribution, descriptive statistical analysis, correlation, and regression. These tests demonstrated that the ad perception and the ethical considerations play a vital role in the research showing that the subliminal advertisement impacts the consumer purchase intentions.

Keywords: “Subliminal Advertisement (SA)”, “Ad Perception (AP)”,

“Ethical Consideration (EC)”, “Consumer Purchase Intentions (CPI)”

Table of Contents

Acknowledgment	3
Abstract	4
List of Tables	8
List of Figures	9
List of Abbreviations	10
Chapter 1	11
1. Introduction	11
1.1. Background	12
1.2. Gap Analysis	12
1.3. Research Questions	13
1.4. Research Objectives	13
1.5. Problem Statement	14
1.6. Significance	14
1.7. Delimitations	14
Chapter 2	15
2. Literature Review	15
2.1. Theoretical Foundation	15
2.1.1. Components of the AIDA Model	15
2.2. Review of Literature	16
2.2.1. Subliminal Advertisement	16
2.2.2. Subliminal Advertising Affecting Consumer Purchase Intentions	17
2.2.3. Subliminal Advertisement Affecting Ad Perception	18
2.2.4. Ad Perception Affecting Consumer Purchase Intentions	19
2.2.5. Ethical Considerations Affecting Consumer Purchase Intentions	19
2.2.6. Ethical Considerations Affecting Ad Perception	21

2.2.7. Subliminal Advertising and Ad Perception Affecting Consumer Purchase Intentions	22
2.2.8. Subliminal Advertising and Ethical Considerations Affecting Consumer Purchase Intentions	23
2.3. Research Framework	25
2.3.1. Variables.....	26
2.4. Hypothesis.....	26
Chapter 3.....	27
3. Research Methodology	27
3.1. Research Design	27
3.2. Population	27
3.3. Sampling.....	27
3.4. Unit of Analysis.....	27
3.5. Data Collection	28
Chapter 4.....	29
4. Analysis	29
4.1. Frequency Distribution.....	29
4.2. Descriptive Statistical Analysis	31
4.2.1. Mean	31
4.2.2. Standard Deviation.....	32
4.2.3. Skewness	32
4.2.4. Kurtosis.....	32
4.3. Reliability Statistics	33
4.3.1. Process Reliability.....	33
4.3.2. Subliminal Advertising.....	33
4.3.3. Ad Perception.....	34
4.3.4. Ethical Considerations.....	34
4.3.5. Consumer Purchase Intentions	34
4.4. Correlation	35
4.5. Regression Analysis	36
4.5.1. Impact of Subliminal Advertisement on Consumer Purchase Intentions	37

4.5.2. Ad Perception Mediates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions.....	38
4.5.3. Impact of Subliminal Advertisement on Ad Perception.....	40
4.5.4. Ethical Considerations Moderates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions.....	42
Chapter 5.....	43
5. Discussion.....	43
5.1. Hypothesis Testing.....	45
Chapter 6.....	47
6. Conclusion.....	47
Chapter 7.....	49
7. Implications, Limitations and Future Research.....	49
7.1. Managerial Implications.....	49
7.2. Theoretical Implications.....	49
7.3. Limitations.....	50
7.4. Future Research.....	50
8. References.....	51
8.1. Questionnaire References.....	60
9. Appendix.....	63
Appendix 1: Questionnaire.....	63
Appendix 2: Questionnaire Results.....	67

List of Tables

Table 1: Frequency Distribution	30
Table 2: Descriptive Statistical Analysis	31
Table 3: Process Reliability	33
Table 4: Subliminal Advertisement Reliability	33
Table 5: Ad Perception Reliability	34
Table 6: Ethical Considerations Reliability	34
Table 7: Consumer Purchase intentions Reliability	34
Table 8: Correlation	35
Table 9: Model Summary of Impact SA on CPI.....	37
Table 10: ANOVA of Impact of SA on CPI.....	37
Table 11: Coefficients of Impact of SA on CPI.....	38
<i>Table 12: Model Summary of Impact of SA on CPI as Mediated by AP</i>	<i>38</i>
<i>Table 13: Model of Ad Perception as Outcome Variable</i>	<i>39</i>
Table 14: Model Summary of Impact of SA on CPI as Mediated by AP.....	39
Table 15: Model of Consumer Purchase Intentions as Outcome Variable.....	39
<i>Table 16: Direct Effect of X on Y</i>	<i>39</i>
<i>Table 17: Indirect Effect of X on Y</i>	<i>39</i>
Table 18: Model Summary of Impact of SA on AP	40
Table 19: ANOVA of Impact of SA on AP	41
Table 20: Coefficients of Impact of SA on AP	41
Table 21: Model Summary of Impact of SA on CPI as Moderated by the EC.....	42
Table 22: Model of Impact of SA on CPI as Moderated by the EC	42

List of Figures

Figure 1: Research Framework	25
Figure 2: Gender	67
Figure 3: Age	67
Figure 4: Concept of SA	68
Figure 5: Success of SA to Deliver Hidden Messages	68
Figure 6: SA Change Perception about Product	69
Figure 7: Buying Product after Watching SA	69
Figure 8: SA Create Buying Impact	70
Figure 9: Consumer Opinion on SA Affects CPI	70
Figure 10: Subliminal AP is Convincing to Buy Product	71
Figure 11: Firms Make Good SA to Create Positive AP	71
Figure 12: SA Credibility Increases AP	72
Figure 13: Repetition of SA Increases CPI	72
Figure 14: Emotional Appeal in SA Effects CPI	73
Figure 15: Emotional Appeal in SA Effects CPI	73
Figure 16: Appeal in SA Effects CPI	74
Figure 17: Dance in SA is Inappropriate	74
Figure 18: Dance in SA Negatively affects CPI	75
Figure 19: SA Perception Positively Affects CPI	75
Figure 20: SA Awareness Affects CPI	76
Figure 21: SA Knowledge Affects CPI	76
Figure 22: SA Enhances Brand Loyalty	77
Figure 23: Subliminal Persuasion Affects CPI	77

List of Abbreviations

Abbreviation 1: Subliminal Advertisement	SA
Abbreviation 2: Ad Perception	AP
Abbreviation 3: Ethical Considerations	EC
Abbreviation 4: Consumer Purchase Intentions	CPI

Chapter 1

1. Introduction

Subliminal advertising had its debut in 1957, when a market researcher included the slogans "Eat Popcorn" and "Drink Coca-Cola" in a film. The sentences appeared for a single picture, allegedly long enough for the mind to latch onto them but not long enough for the public to notice. According to Smarandescu & Shimp, (2019), the subliminal adverts raised Coke sales by 18.1 percent and popcorn sales by 57.8 percent. The outcomes were determined to be a fabricated narrative. However, new research has shown that subliminal messages can alter behaviour in modest ways.

The film version of his work, "The Exorcist", was criticized for purportedly having subliminal messages, William Peter Blatty, the author, spoke out strongly against it. He claimed that subliminal images do not exist. It isn't subliminal if it can be seen (Smarandescu & Shimp, 2019). So, do marketers purposefully use subliminal messages in advertisements? If this is the case, how does it influence a customer's desire to purchase? Numerous studies undertaken during the preceding 8 years have shown that individuals are impacted by hidden material in commercials that typically escape the cognitive process of the customer. Subliminal perception is a term coined by science fiction writers to describe this behaviour.

A subliminal message is a graphical or audio message that is transmitted at such a fast or low intensity that it is undetectable by the human eye or ear. It means "below the threshold" in terms of subliminal communications. Marketing messages are vital not only to marketers but also to customers, as they are a valuable supply of knowledge for customers and a means for marketers to generate purchases. Marketers have always been warned to grab prospective purchasers off guard by kindling their mental state to sentiments and feelings that lead them to purchase the goods because the content included therein is more geared toward the mind than the vision.

Though there are a variety of methods for subliminally persuading customers, such as using music in ads, ambient speech impact, and love signals in adverts, there are some statements that may be in opposition to solid business ethics (Sofi & Nika, 2013). As a result, questions like, does subliminal advertising influence consumer purchase intentions? Must be answered. How ethical it is to utilize subliminal advertising to influence consumer buy intentions and perceptions of advertisements? As a result, the current research concentrated on the variables i.e., ad perception, ethical considerations, and customer buying intentions.

1.1. Background

Advertisements are vital not just to marketers but also to customers since they provide useful information of consumers and serve as a means for advertisers to create purchases. Advertisers always want to catch potential consumers off guard by igniting their state of mind with sentiments and emotions that lead them to purchase the goods. Though there are a variety of methods for subliminally persuading customers, such as using music in advertisements or using background language, certain messages may contradict basic business ethical standards. Therefore, the current study will focus mainly on advertisements as to how subliminal advertisements shapes the ad perception and in turn affect the consumer purchase intentions.

1.2. Gap Analysis

Sabir & Mehmood (2016) did their research on the effect of subliminal messages through music on consumers' behaviour in Punjab. This study was limited to Punjab, and they used music as their mediator. Although the research was conducted in Punjab but music was used as a mediator in the research. So, a gap still exists to find the effect of subliminal advertisement on consumer purchase intentions with ad perception as a mediator and ethical considerations as a moderator.

Whereas Sofi, Nika, Shah & Zargar (2018) did their research on the impact of subliminal advertising on consumer buying behaviour. This research was based in India and its target audience was young consumers. There is no research done in Pakistan with the ethical considerations as moderator. So, there is a big gap for research to find the effect of subliminal advertising on the consumer purchase intention in Pakistan with ad perception as mediating variable and ethical consideration as moderating variable.

1.3. Research Questions

A research question is a particular query to which the research aims to respond. It is at the heart of methodical study and aids in to precisely define a direction for the investigation method. So, the research questions of the study are:

- What is the impact of Subliminal Advertising on Ad Perception?
- What is the role of Ethical Considerations in moderating the relationship between Subliminal Advertising and Ad Perception?
- What is the impact of Ad Perception, which is developed as a result of Subliminal Advertising, on Consumer Purchase Intention?

1.4. Research Objectives

The research objectives define the purpose of conducting the research. The research objectives of the study are stated below:

- *To Understand the Purchase Intentions of Customers when Ethical Issues take place in Subliminal Advertising:*

The research determines the purchase intentions of the customers when there exist some ethical considerations in the advertisement. The research also determines the ways to mitigate such issues and enhance the brand perception among the customers.

- *To Understand the Impact of Subliminal Advertising on Ad Perception:*

The research also determines the impact of subliminal advertisements on the ad perception and the awareness made by the hidden messages of the subliminal advertisements among the targeted customers. It also determines the effectiveness of the subliminal advertisement among the customers.

1.5. Problem Statement

The problem statement for this research will be:

Research published by different authors like Sabir & Mehmood (2016) and Sofi, Nika, Shah & Zargar (2018) etc. clearly shows that subliminal advertisement positively effects the consumer purchase intentions. Although the current research is based on these papers but the mediator and moderator used in these papers are different. So the problem here lies is that what impact will the ad perception of subliminal advertisement bring to consumer purchase intentions and with many ethical issues now in subliminal advertisement, how will the consumer purchase intentions be effected with different ethical issues in subliminal advertisement.

1.6. Significance

The conducted research provides an association among the subliminal advertisement on consumer purchase intentions. The research provides data and useful insights which will help the researchers to identify the threshold on when the subliminal advertising brings a negative effect on the customer ad perception and in turn effects consumer purchase intentions in the future. The data collection from a large number of population and implication of various statistical techniques will help the advertisement agencies and firms to impart a positive impact on people.

1.7. Delimitations

One of the main limitations of this study will be the regional constraint as the data gathered for the research will only be from the Islamabad and Rawalpindi region. Furthermore, the study will mainly focus on the ethical issues with subliminal advertising in general. There are a lot of factors of subliminal advertising like music etc. which can be used to learn the effects of subliminal advertising with ethical considerations as a moderator.

Chapter 2

2. Literature Review

2.1. Theoretical Foundation

The AIDA (Awareness, Interest, Desire, and Action) model was utilized as a theory in conducting this study, to understand the stages, the consumer goes through from the first stage of viewing an advertisement to the final stage of buying a product. This model explains how the consumer is moved along a linear continuum of internal states, from being completely unaware of a certain product or brand to gaining awareness thereof, interest is then elicited and a desire to make use of the brand arises (Hackley & Hackley, 2018). The consumer is stirred to act by engaging with the product in the form of a purchase.

The AIDA model was originally designed by Elmo Lewis to represent the stages through which a prospect should be taken by a salesperson but was later adopted as a framework to explain how persuasive communication takes place in the mind of the consumer (Wijaya, 2012). Hadiyati (2016) states that this theory is mainly utilized in marketing attempts such as advertisements to educate consumers about a certain brand. It attempts to convince them to make a purchase decision. For this study, the AIDA is used as the model to determine the role of subliminal messages in advertisements on consumer purchase decisions.

2.1.1. Components of the AIDA Model

For this study the following descriptions of the components of the AIDA model were taken into consideration:

Awareness can be defined as the ability of a marketer to attract focus to an advertisement (Venkatraman et al., 2015). During this stage, the consumer is made aware of a product or brand. Any given advertising stimulus should draw the attention of the consumer to be successful. Common measures of attention are liking, informativeness, excitability, and relevancy of the advertisement (Rehman et al., 2014).

Interest refers to the outward expression of emotion. In this stage, the consumer is already aware of the brand and will begin to gather further information to learn more about the brand (Venkatraman et al., 2015). Desire refers to the extent to which people desire a product or a brand featured in the advertisement (Ghirvu, 2013). Purchase intent is a strong measure of desirability. In the action stage of the AIDA model, the consumer makes a purchase decision or begins to interact with the brand through social media, website visits, in-store visits, etc. (Ghirvu, 2013). This is the stage where a purchase decision is made (action is taken) if the advertisement attempts were successful.

The AIDA model is relevant to be used as a theoretical foundation in this study as this explains the same process that will take place in the minds of consumers' when viewing an advertisement containing subliminal messages. Advertisements containing subliminal messages aim to attract the attention of the consumer and provoke interest in a product or brand, awareness will therefore be obtained (Elegeert, 2018).

The end goal of this study is to determine whether consumers are led into acting and making a purchase decision for a brand after viewing an advertisement containing subliminal messages. According to Montazeribarforoushi et al. (2017), the world of advertising has become aggressively competitive, nevertheless, the principles behind consumers' responses to advertising remain intact and relevant. This model has been utilized by marketing professionals for centuries and has gone through a variety of modifications, however, the basic principle of this model remains relevant (Rehman et al., 2014).

2.2. Review of Literature

2.2.1. Subliminal Advertisement

The word subliminal is a combination of the words sub, meaning under, and limen, meaning threshold (Montazeribarforoushi et al., 2017). Subliminal can therefore be defined as below threshold, or something that cannot be perceived by the conscious mind. Subliminal messages can be defined as messages that are not perceived by the conscious mind, and the viewer of the message is not able to consciously evaluate what is happening to him or her (Sofi & Nika, 2013).

There is much debate around subliminal perception, and it is unclear how it functions. Further research has not succeeded in demonstrating the usefulness of subliminal messages on human behaviour since James Vicary's claim regarding their influence in 1957 (Zanot et al., 2013). Hasher & Zacks (2014) claims, however, that subliminal perception happens once information provided underneath the limit for consciousness is discovered to affect ideas, emotions, or behaviours. Initially, weak stimuli were seen subconsciously in settings referred to as subliminal perception. The phrase has been used more broadly in the latest days to refer to any circumstance in which undetected signals are recognized (Saegert, 2017).

According to Pavlovskaya et al. (2021), advertising aims to influence buying behaviour by creating associations and forming memories about a brand in the minds of consumers. Over the years' consumer responses to advertising have changed and new message-delivering channels are being implemented (Daugherty et al., 2018). This study examined subliminal messages as a form of advertising and aimed to determine the roles thereof in changing consumer buying behaviour.

2.2.2. Subliminal Advertising Affecting Consumer Purchase Intentions

Current studies show many controversies regarding the effectiveness and use of subliminal messages in advertisements. This is due to the contrast in the findings of different studies as many studies show evidence to support the phenomenon of using subliminal messages in changing consumer buying behaviour while others show that there is no reliable evidence regarding the effectiveness thereof whatsoever (Sofi & Nika, 2013). As per Ruch et al. (2016), subliminal signals in advertising have an important influence on consumer purchase decisions since they have lengthy impacts on the customer's subconscious consciousness. Elgendi et al. (2018) agreed with this conclusion but argue that subliminal stimulation must be explicitly tied to a certain objective to influence consumer strategic planning.

Numerous firms utilize subliminal messaging to communicate with their customers (Sabir & Mehmood, 2016), thus its utilization must bring value to the organization in some way. Aim-related subliminal commercials are commercials that contain subliminal messaging with a beneficial goal in mind. (Takarada & Nozaki, 2018).

This goal can for example be to increase sales by 5% over six months or to increase brand awareness. Légal et al. (2012) found that having a specific goal in mind when developing subliminal stimuli, enhances the persuasiveness of a message in a more direct way. Noble & Smith (2015) agrees that having a specific goal will result in a greater likelihood of the subliminal priming being effective.

Several investigations have been performed on various forms of subliminal marketing, including graphical, auditory, or a mix of both (Sofi et al., 2018). Visual subliminal messages are intended to circumvent the thinking process and transmit signals directly to the subconscious mind by displaying them so swiftly that the customer does not identify them with his conscious mind (Karam et al., 2017). Visual subliminal cues, as per Karam et al. (2017), have a favourable influence on an individual's opinions and successive performance. They are most effective when the words or images used are familiar to the consumer or if it evokes an emotional response.

Auditory subliminal messages are hidden messages in music or other audio stimuli, the messages can be hidden behind music by being played backward, by containing high frequencies (above 15 kHz), or by being played much faster than they were originally recorded (Ghasemzadeh et al., 2016). These methods ensure that the audio messages reach the subconscious mind of the consumer.

2.2.3. Subliminal Advertisement Affecting Ad Perception

Concerns about reputation have long been a big concern in advertising. Customer perception constantly has an impact on reliability and perception. As a result, certain secret pictures must be kept hidden during publishing or transmission. For years, advertisers have been concerned about the diminished credibility and public image of subliminal advertising (Broyles, 2019). It is critical for both communicating the desired message to the consumer and persuading about the legitimacy and integrity of a company. More data reveals that subliminal exposes have little influence on cognitive judgements. They seem to be extremely mild, affecting moods rather than cognitive measurements (Aylesworth et al., 2020).

2.2.4. Ad Perception Affecting Consumer Purchase Intentions

The emotional argument is the promotion of customer purchase intentions via the use of adverse and effective emotional encouragement in commercials (Sadeghi et al., 2015). In commercials, several appeals are utilized to raise the viewer's emotions, leading to a buying impulse for a commodity (Sadeghi et al., 2015). Hamelin et al. (2017) discovered that emotions influence an individual's attitude to communication by increasing attention to the information and products, increasing desirability, and generating a significant level of memory.

According to Antonetti et al. (2015), marketing strategies focus on employing favourable motivational signals, while unfavourable indications might cause consumers to interact with the brand negatively. They all suggest that negative signals have a big influence on customer purchase decisions. Companies have realized for some time now that celebrities can enhance the awareness, liking, and credibility of advertisements, as well as affect consumer purchase behaviour (Muda et al., 2017). Celebrities have many followers and maintain a certain image, which can be a powerful tool to use in advertisements as they have a huge potential to influence people.

According to a study conducted by Ruch et al. (2016), people have positive feelings towards celebrity endorsers if they are relevant to the product and have a positive image. The fit of the celebrity with the product is a key factor in the effectiveness thereof. Knoll & Matthes (2017) disagrees with the statement that celebrity endorsers are effective because they found in their study that celebrity endorsement does not affect consumer buying behaviour.

2.2.5. Ethical Considerations Affecting Consumer Purchase Intentions

The word ethics relates to a collection of ethical codes, ideas, or ideals, as well as the nature and grounds of morality that influence people's behaviour, such as ethical judgments, criteria, and codes of action, in the literature (Tsalikis & Fritzsche, 2019). The phrases ethical and unethical reflect a person's moral judgment of correct or good/bad. Moral feelings can be objective or negatively/positively balanced by nature (Brunk, 2012). She contended that ethics is a study concerned with determining what is true and untrue.

Marketing ethics emerges from marketing managers' interactions with organizational employees, customers, competitors, and opposing parties, and includes popular sentiment in the trading process (Lund, 2020). Business ethics is an important issue for both academics and professionals (Anderson et al., 2013). Corporate ethics necessitates the establishment and maintenance of minimum standards of responsibility and behaviour that businesses should adhere to, as well as a system of accountability for a company's ethical role execution. A multitude of studies has concentrated on the link between ethical management and ethical behaviours in prior business ethics studies. Because social responsibility for ethics comprises social interactions within society, in which companies function, ethics is also strongly tied to social responsibility (Hur et al., 2013). Customers in today's culture continue to seek higher-quality items, and they favour socially respectable brands even at greater prices when comparing identical products (Sen, 2016).

Ethical marketing practices give administrators and strategists a framework on what to do when confronted with an ethical challenge (Dunfee et al., 2019). Marketing is always involved in social and moral actions (Nill & Schibrowsky, 2017). Commodity morals, cost integrity, location-related ethics, and promotion-related ethics are all examples of ethical marketing techniques. Product-related ethics encompasses legal rules such as consumer safety, product responsibility, and product copying. According to Mogan, moral and legal issues are considered more in the new product development process to get a competitive edge and assess how these items harm customers (Malhotra & Miller, 2018).

The proportioning rule and the fairness principle are both part of price-related principles. Price-related principles should be equal to or proportional to the benefit received by customers (Stanaland et al., 2021). According to the proportion principle, pricing levels should be proportionate to the magnitude or importance of the value acquired from a product or service. Place-related ethics manifests itself most prominently in dynamic connections throughout supply networks. Companies that play a dominating role in the supply of goods and services from manufacturers to distributors to merchants to customers engage in unethical actions sometimes, such as misusing their authority (Papista & Dimitriadis, 2015).

Advertising and personal selling might be used to investigate promotion-related ethics problems (Park & MacInnis, 2018). Promotional morality includes ethical issues of marketing, sales promotion, and public relations. Such a moral issue might include the advertising itself, as well as a sponsor or agency. Salespeople may also meet moral issues while engaging clients. Other instances include issues with sales promotions to customers, wholesalers, and merchants, as well as issues with advertising ties with media companies (Dunn & Davis, 2014).

The ethical nature of subliminal advertisements is being questioned in most literature on the topic (Sofi et al., 2018). As per Sadeghi et al. (2015), integrating subliminal messaging into commercials violates essential business ethics norms. Subliminal advertising tricks people into buying items they don't need because they are taught to believe they need them (Takarada & Nozaki, 2018). According to Stanton et al. (2016), some consumers are even prepared to pay extra for a commodity and do not provide much benefit. This may be considered unethical under the ethical standards of some firms since it is not a genuine activity and customers are being deceived by ads. However, many businesses continue to utilize subtle messages in their marketing since it is thought to increase revenue and consciousness. (Hamelin et al., 2017).

2.2.6. Ethical Considerations Affecting Ad Perception

Due to a lack of conceptual awareness of ethics, de Arruda & de Arruda, (2019) detected a lack of an ethical perspective in subliminal advertising campaigns for products, services, or concepts. Boddewyn (2021) highlighted issue in his paper on the growing quantity of obscene subliminal advertisements in several countries. His research examined the global scope of the issue and made recommendations to subliminal advertising practitioners on how to address it.

According to Chan et al., (2020), it is challenging for customers from diverse ethnic and socioeconomic origins to embrace worldwide subliminal advertising strategies, which alter ad perception. According to studies, advertisers should consider the social and cultural values of their target customers while producing subliminal commercials in order to produce a favourable ad perception (Waller et al., 2019).

2.2.7. Subliminal Advertising and Ad Perception Affecting Consumer Purchase Intentions

It is common practice to utilize subliminal advertising since it directly engages customers. If all three of these components are effectively attempted, subliminal advertising could be considered the most powerful form of communication. These components are the content or message to be conveyed, the execution or style of doing so, and the frequency or repetition of the advertisement in front of the consumer (Cotte et al., 2015). To appeal to young people and children, advertisers also use specific effective strategies, and these techniques have an impact on how well-liked an advertisement is with kids (Dodds et al., 2015).

When creating a marketing strategy, quality is a powerful marketing tool (Nash et al., 2019). According to research, the consequent subliminal advertising feature is a powerful marketing tool for creating a marketing plan (Sweeney et al., 2019). According to studies, customer impressions of the advertisement have an impact on how effectively subliminal ads work in the future (Baker et al., 2014). Businesses will be more committed to the items if the celebrity is more well-known and well-liked, making the customer comfortable with the brand (Long Yi, 2020).

In respect of morals, plausibility, and honesty, celebrities should be dependable. The popularity of celebrity endorsement also heavily depends on how handsome the celebrity is. According to studies, attractive celebrities are most likely to persuade consumers to change their opinions (Eastman et al., 2019). The celebrity's appeal, position, and physical attractiveness have an impact on the company (Kamins, 2020).

According to Kahle & Homer (2015), a celebrity's perception has a significant impact on how well people remember their company and marketing. According to Milgrom & Roberts' (2016) research on music in ads, music can influence how people feel about a company if it is employed in subliminal marketing. In subliminal advertising, consumer attitude, mood, and music influence the emotional responses and behavioural intentions toward the product (Alpert & Alpert, 2020). The music used in the advertising is favourably correlated with the qualities of the goods.

Consumers assume that if they spend extra for a particular product, they would receive higher quality, and if they pay less, they will receive lower quality (Vermeir & Verbeke, 2016). Company name, brand image, brand equity, and business equity showed relationships with efficiency and brand, particularly with well-known items, which illustrates a connection between consumers and social standing (Eastman et al., 2019). According to a 2015 study by Dodds et al., consumers will spend for what they believe the item is worth. High levels of recurrence reduce the impact of subliminal messages, and vice versa, therefore there is a moderate link between the two. The message being spoken repeatedly can become tedious and annoying (Alford & Sherrell, 2016).

When a consumer is subjected to subliminal commercials for an unfamiliar business, they are probably going to learn a lot from them, but if they see them often, there won't be much for them to digest and understand (Lafferty & Goldsmith, 2019). Subliminal advertising pitches have an impact on customer purchasing behaviour and convey significant subliminal messages to customers (Verma, 2019). Advertising appeal was defined as "an effort at innovation that stimulates customers' reasons for buying and impacts customers' perspective towards a given commodity or service" (Bellizzi & Hite 2012). Therefore, subliminal advertising uses to appeal to capture customers' interest or to alter their perceptions of or feelings about the brand (Shao et al., 2014).

2.2.8. Subliminal Advertising and Ethical Considerations Affecting Consumer Purchase Intentions

The appeal of subliminal advertising should follow established ethical norms and moral standards that represent the sociological and religious values practiced in a culture. Many academics believe that the many solicitations used by advertisers to capture consumers' attention are unethical and immoral (Severn et al., 2020). According to studies, subconscious sexual signals are being used in advertising more frequently and with greater explicitness, and models frequently wear provocative clothing (Latour & Henthorne, 2014).

Studies have revealed that sex pitches in subliminal marketing have become one of the most popular and successful ad strategies in the mass of western nations, including the USA (Lafferty & Goldsmith, 2019). The main audience for such subliminal advertising appeal is young people who are more responsive and have more open minds. Previous studies have shown that sex attractions assist brands in gaining the first focus they need, strengthening memory and purchase motive (Reichert et al., 2021). Utilizing sexual attractions in subliminal advertisements also aids in attracting consumers' public focus, improving brand memory, and enhancing brand perception through persuasive messaging (Reichert et al., 2021).

There have been negative and explicit subliminal advertising tactics that originated in China. Two things could have caused this to transpire. One is the vulnerability of the Chinese people to other cultures, and two is perhaps an attempt by advertising professionals to attract notice by employing contentious issues (Grazer & Kessling, 2021). There is plenty of information on contentious subliminal messaging available (Treise et al., 2014). Dahl et al., (2019) straightforward argument said that any research that violates societal standards, beliefs, or consumer legislation will be viewed as offensive. These are subliminal advertisements that violate human rights legislation, defy ethical and societal conventions by using offensive speech and blasphemy, or express indignation by using brutality and revulsion (Dahl et al., 2019). This description is thorough since it identifies the problems regardless of cultural variations.

According to studies, three components make up offensive subliminal advertising, first, the subject and content of the product being promoted; second, the execution of the product or service's subliminal advertising strategy; and third, the subliminal advertising medium or media channel itself (Phau & Prendergast, 2021). Subliminal marketing, product, or service should be considered bad and unethical if it incites the masses to have poor judgment hostility, deceit, or wrath (Boddewyn, 2021). There is a connection between culture and orientation as well. People with common cultural backgrounds are more discerning when it comes to sexual material and dubious subliminal advertising pitches. When evaluating subliminal advertising, people from individualistic cultures are less harsh.

The perception of ethical values is also greatly influenced by cultural influences. For instance, individuals in Chinese society are more responsive to offensive words, pornographic pictures, and negative ideas in advertisements (Waller, 2019). From a chronological point of view, the specialists have treated ethical concerns as soft issues and did very little research to highlight them. The studies conducted in the Asian region have shown that sexual appeals, appeals, and not taking into consideration cultural factors when devising advertisements were the reasons for perceived offensive subliminal advertisements (Waller, 2019).

According to studies, subliminal advertising harms a company's reputation in the marketplace as well as its ability to sell. According to a search, while evaluating a brand, consumers infer meanings from commercials that they connect to and subsequently translate into good feelings (Burke & Edell, 2019). Customers from elevated and communal societies are more likely to be sceptical of sexually explicit items and marketing pitches, as well as commercials for goods that can have detrimental social effects. Customers from selfish, limited societies are more receptive to sexually explicit items and advertising pitches than they are to commercials that are thought to be detrimental to society.

2.3. Research Framework

The framework for the proposal is:

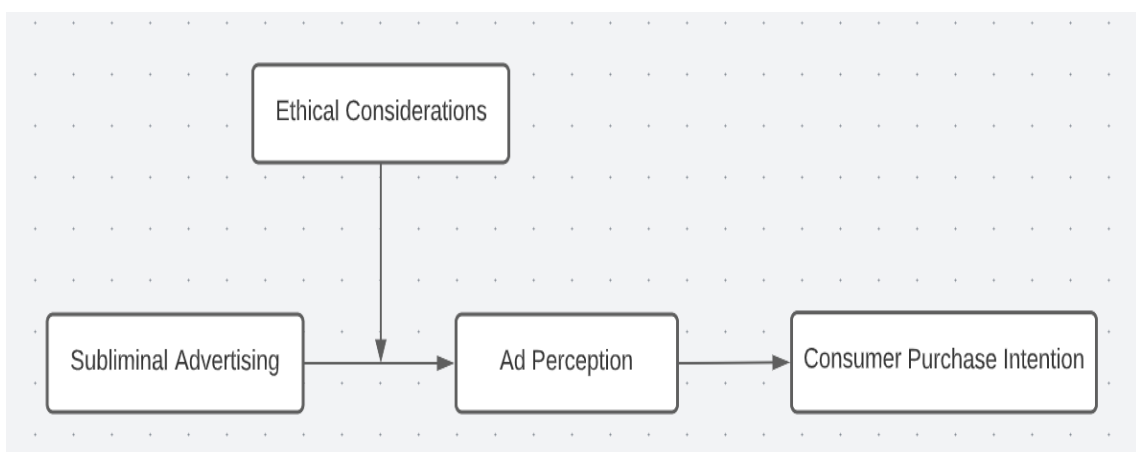


Figure 1: Research Framework

2.3.1. Variables

The research framework has the following variables:

2.3.1.1. Independent Variable

The independent variable in this research is Subliminal Advertising.

2.3.1.2. Dependent Variable

The dependent variable in this research is Consumer Purchase Intention.

2.3.1.3. Mediating Variable

The mediating variable will be Ad Perception in this research.

2.3.1.4. Moderating Variable

The moderating variable for this research will be Ethical Consideration.

2.4. Hypothesis

The following hypothesis was made to conduct the research:

H₁: *The Subliminal Advertisement Positively Impacts the Consumer Purchase Intentions.*

H₂: *Ad Perception Positively Mediates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions.*

H₃: *The Subliminal Advertisement Positively Impacts the Ad Perception of the Consumers.*

H₄: *Ethical Considerations Positively Moderates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions.*

Chapter 3

3. Research Methodology

The research methodology deals with the under-discussed elements:

3.1. Research Design

To find the impact of subliminal advertisement on the purchase intentions of the customers, quantitative research was conducted. The research was based on past research to form the literature review. The research work is reliable and neutral which is collected from honest means and entails consistent results.

3.2. Population

The research population determines the number of respondents from which the data is collected to successfully conduct the research. To conduct the research, the data was collected from a population of 2,327,000 approximately out of which the sample of 254 respondents living within Islamabad and Rawalpindi was taken ((Macro Trends, 2022) (Krejcie & Morgan, 1970).

3.3. Sampling

To conduct the research, convenience sampling was used. Convenience sampling is a practise used by researchers to acquire market research information from a readily accessible group of participants. It is the most often used sample method since it is extremely quick, simple, and inexpensive.

3.4. Unit of Analysis

The unit of analysis includes the specific population which is targeted to gather the data. The data was collected from people of age between 20 years to 61 years and above living within Islamabad and Rawalpindi to better understand the trends of variables.

3.5. Data Collection

The data were collected by using a questionnaire method. The questionnaire was placed on the google forms by which the data was collected. The results obtained through the google forms are shown in the Appendix. The questionnaire consisted of two basic parts. The first part entailed the demographic questions which were related to the personal information about the respondents while the second part deals with the research-based questions supplying the data related to the research. The questionnaire was collected through different researches (Mishra, Rout, Kantha and Kantha, 2021), (Dehghani & Tumer, 2015), (Siddiqui, 2014), (Maalik & Choughari, 2020). The data were further entered, analysed, and interpreted using SPSS. The data analysis supplied a brief examination of the association among the variables.

Chapter 4

4. Analysis

Subliminal advertising has a substantial impact on consumer purchasing behaviour. This strategy is used by businesses to influence and persuade customers, and it has a significant impact on purchase intention. The companies frequently use upbeat advertising to get shoppers to buy their products. The ethical concerns are necessary for the company to embrace to increase the consumers' buying intent. Customers' buying inclinations are boosted by these circumstances. To analyse and investigate the impact of the subliminal advertisement on the consumer purchase intention with the effect of ad perception and ethical considerations various statistical tests were applied including the descriptive statistical analysis, frequency distribution, correlation and regression. The analysis of the research variables is shown and discussed below:

4.1. Frequency Distribution

The existence of an element or entity in a certain occurrence is shown by the frequency distribution. The frequency distribution offers a rapid and brief overview of the data collected. The frequency distribution was applied on the demographic data which was gathered to check the impact of subliminal advertisement on the consumer purchase intentions. The frequency distribution of the data obtained is shown below:

	Frequency	Percent
Gender		
Male	168	66.1
Female	86	33.9
Total	254	100
Age		
20-30 Years	129	50.8
31-40 Years	67	26.4
41-50 Years	40	15.7
51 Years and Above	18	7.1
Total	254	

Table 1: Frequency Distribution

The frequency distribution illustrated the presence of the object in a statistical procedure applied to the gathered data. To determine the impact of the subliminal advertisement on the purchase intension of the consumer, the data was collected from a total of 254 respondents. The frequency distribution for the demographic analysis including the age and the gender demonstrated that 168 respondents were males while 86 respondents were females. The age demographics showed that 129 respondents had an age between 20-30 years while 67 respondents had an age between 31-40 years. Between an age of 41-50 years 40 respondents relied and just 18 respondents inculcated an age of 50 years and above.

4.2. Descriptive Statistical Analysis

The descriptive statistical analysis is an important aspect to determine the central tendency and other brief aspects of the data. The descriptive statistical analysis determines the transitory picture of the data set. The descriptive statistical analysis summarizes the gathered data and illustrates different associated features of the data. The descriptive statistical analysis to determine the impact of the subliminal advertising on the consumer purchase intention with the impact of ad perception and ethical considerations is discussed underneath:

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Subliminal Advertisement	2.1693	.58856	.634	.153	2.258	.304
Ad Perception	2.1559	.57369	.995	.153	3.036	.304
Ethical Considerations	2.2646	.59531	.728	.153	1.899	.304
Consumer Purchase Intentions	2.1772	.63665	.804	.153	2.758	.304

Table 2: Descriptive Statistical Analysis

4.2.1. Mean

Mean values in the descriptive statistical analysis determines the central tendency or the average value of the data set. The mean for the subliminal advertising is 2.169. for the ad perception the mean is 2.15. the ethical consideration retains a mean value of 2.2. for the consumer purchase intention, the mean value is 2.1772.

4.2.2. Standard Deviation

The standard deviation is a statistical measure that determines the dispersions or variations of the data values relative to its mean or average position. The lower the standard deviation more consistent the data value is considered. The standard deviation for the subliminal advertisement is 0.588. for the ad perception the standard deviation is 0.57. The ethical considerations have a standard deviation of 0.595 and consumer purchase intension have a standard deviation of 0.633. the standard deviation for all the variables shows minimal values which concludes that the gathered data to determine the impact of subliminal advertising on the purchase intension is consistent and stable.

4.2.3. Skewness

The skewness determines the symmetry of the gathered data. The symmetry of the data set is obtained if it shows similar a position on the left and right side of the normal distribution curve. A skewness value greater than 1 or less than -1 indicates a highly skewed distribution. A value between 0.5 and 1 or -0.5 and -1 is moderately skewed. A value between -0.5 and 0.5 indicates that the distribution is fairly symmetrical (Cox, 2018). The subliminal advertising shows a symmetry value of 0.634 while ad perception entail skewness of 0.995 which means that it is moderately skewed. The ethical consideration has a skewness of 0.728 with the consumer purchase intension maintaining a skewness of 0.872 with all the value entailing a standard error of 0.153. This means that these are also moderately skewed. The values of skewness are positive for all the variables which shows that the normal curve is rightward skewed.

4.2.4. Kurtosis

The kurtosis is measure a which determines the shape of the normal distribution curve. The value of kurtosis for subliminal advertising is 2.258. the kurtosis for ad perception is 3.03. the ethical considerations show a kurtosis value of 1.8 and the consumer purchase intension have a kurtosis value of 2.748 with all the variables having a standard error of 0.304. This shows that the normal distribution curve entails a heavy tail towards right side as the majority values are positive.

4.3. Reliability Statistics

The reliability test determines the reliability and consistency of the data values at different events. firstly, the reliability of whole process to determine the relationship of subliminal advertisement on the consumer purchase intentions was determined. Secondly, the reliability of subliminal advertisement, consumer purchase intentions, ad perception and ethical considerations was computed separately. The reliability test for the understudy variables to determine the impact of the subliminal advertising on the consumer purchase intension is illustrated below:

4.3.1. Process Reliability

The combined reliability of the whole process including the subliminal advertisement, consumer purchase intentions, ad perception and ethical considerations was determined as shown below:

Cronbach's Alpha	N of Items
.897*	20

Table 3: Process Reliability

The value of Cronbach's alpha shows the internal consistency of the data values. The process reliability shows a Cronbach's alpha value of 0.897. the value of Cronbach's alpha is close to 1 which shows that there resides good internal consistency among the research variables.

4.3.2. Subliminal Advertising

The subliminal advertisement reliability is illustrated below:

Cronbach's Alpha	N of Items
.784	5

Table 4: Subliminal Advertisement Reliability

The Cronbach's alpha value for the subliminal advertisement is 0.784. this is close to 1 and shows higher consistency for the subliminal advertisement values in the research.

4.3.3. Ad Perception

The reliability test for the ad perception is shown below:

Cronbach's Alpha	N of Items
.774	5

Table 5: Ad Perception Reliability

The Cronbach's alpha value for the ad perception is 0.772. this shows high consistency and reliability.

4.3.4. Ethical Considerations

The ethical consideration reliability test is computed below:

Cronbach's Alpha	N of Items
.781	5

Table 6: Ethical Considerations Reliability

The Cronbach's alpha value for the ethical considerations is 0.782. this shows high consistency and reliability.

4.3.5. Consumer Purchase Intentions

The consumer purchase intentions reliability test is computed below:

Cronbach's Alpha	N of Items
.846	5

Table 7: Consumer Purchase intentions Reliability

The consumer purchase intention entails a Cronbach's value of 0.864 showing higher reliability and consistency.

4.4. Correlation

The correlation analysis determines the relationship among the dependent and the independent variables. The correlation analysis determines the strength of the relationship and the direction of the relationship prevailing between the dependent and the independent variable. The correlation analysis to determine the association between the subliminal advertisement and the consumer purchase intention with the ad perception and the ethical considerations is explained below:

		Subliminal Advertisement	Ad Perception	Ethical Considerations	Consumer Purchase Intentions
Subliminal Advertisement	Pearson Correlation	1			
Ad Perception	Pearson Correlation	.797**	1		
Ethical Considerations	Pearson Correlation	.872**	.789**	1	
Consumer Purchase Intentions	Pearson Correlation	.767**	.723**	.797**	1

***. Correlation is significant at the 0.01 level (2-tailed).*

Table 8: Correlation

Correlation coefficients whose magnitude are between 0.9 and 1.0 indicate variables which can be considered very highly correlated. Correlation coefficients whose magnitude are between 0.7 and 0.9 indicate variables which can be considered highly correlated.

Correlation coefficients whose magnitude are between 0.5 and 0.7 indicate variables which can be considered moderately correlated. Correlation coefficients whose magnitude are between 0.3 and 0.5 indicate variables which have a low correlation. Correlation coefficients whose magnitude are less than 0.3 have little if any (linear) correlation (Bujang & Baharum, 2019).

The correlation analysis between the subliminal advertisement and the ad perception shows a value of 0.797 which shows a positive relationship between the subliminal advertisement and the ad perception as the mediating variable. This shows that subliminal advertisement and the ad perception are highly correlated with each other. The correlation coefficient between the subliminal advertisement and the ethical considerations shows value of 0.872 which illustrates a positive association between the subliminal advertisement and the ethical considerations. This illustrates that the subliminal advertisement and the ethical considerations are highly correlated with each other.

The correlation among the subliminal advertisement and the consumer purchase intention entails a value of 0.797 showing a positive correlation among the variables. The correlation coefficient between the ad perception and the ethical considerations shows a value of 0.872 which shows they are highly and positively correlated. The ad perception and the consumer purchase intention entails a correlation coefficient value of 0.789 showing that they both are also highly correlated. The ethical consideration and the consumer purchase intention shows a correlation value of 0.91 presenting a high correlation among the coefficients. The correlation coefficients among all the variables shows that there exist a positive association and correlation among all the understudy variables.

4.5. Regression Analysis

The regression analysis computes the relationship among the dependent and the independent variables of the research and underlines the direction and the extent of the relationship along with the direction of association among the variables. Regression analysis is a helpful and authentic tool which analyses the nature and extent of relationship among the variables.

The regression analysis was applied on all the variables to compute their relationships with each other which elaborated the significance and relationship among the variables. The regression analysis of the understudy variables is discussed below:

4.5.1. Impact of Subliminal Advertisement on Consumer Purchase Intentions

The subliminal advertisement impacts the consumer purchase intension. The regression analysis to compute the relationship between the subliminal advertisement and the consumer purchase intension is discussed underneath:

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.601 ^a	.361	.359	.50982

a. Predictors: (Constant), SA

Table 9: Model Summary of Impact SA on CPI

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.048	1	37.048	142.539	.003 ^b
Residual	65.499	252	.260		
Total	102.548	253			

a. Dependent Variable: CPI

b. Predictors: (Constant), SA

Table 10: ANOVA of Impact of SA on CPI

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.767	.122		6.265	.017
SA	.650	.054	.601	11.939	.024

a. Dependent Variable: CPI

Table 11: Coefficients of Impact of SA on CPI

The regression analysis between the subliminal advertisement and the consumer purchase intension shows a p stat value of 0.024 which is smaller than the significance level of 0.05. this shows a positive and significant relationship between the subliminal advertisement and the consumer purchase intension. This indicates that with a 1-unit increase in the subliminal advertisement the consumer purchase intension will increase by 0.024 units. The R square value of the model is 0.361 with beta of 0.601 and t stat value is 11.391.

4.5.2. Ad Perception Mediates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions

The regression analysis to determine the impact of the subliminal advertisement on the consumer purchase intension as mediated by the ad perception is discussed below using the Hayes Macro technique:

4.5.2.1. Outcome Variable

Ad Perception

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.5546	.3076	.2288	111.9360	1.0000	252.0000	.0000

Table 12: Model Summary of Impact of SA on CPI as Mediated by AP

Model						
	Coeff	se	t	p	LLCI	ULCI
Constant	.9832	.1148	8.5627	.0000	.7571	1.2094
SA	.5406	.0511	10.5800	.0000	.4399	.6412

Table 13: Model of Ad Perception as Outcome Variable

4.5.2.2. Outcome Variable

Consumer Purchase Intentions

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.6187	.3827	.2522	77.8143	2.0000	251.0000	.0000

Table 14: Model Summary of Impact of SA on CPI as Mediated by AP

Model						
	coeff	se	t	p	LLCI	ULCI
Constant	.5747	.1370	4.1955	.0000	.3049	.8445
SA	.5446	.0645	8.4479	.0000	.4176	.6716
AP	.1953	0.661	2.9533	.0034	.0651	.3256

Table 15: Model of Consumer Purchase Intentions as Outcome Variable

4.5.2.3. Effect of X on Y

Effect	se	t	p	LLCI	ULCI
.5446	.0645	8.4479	.0000	.4176	.6716

Table 16: Direct Effect of X on Y

	Effect	BootSE	BootLLCI	BootULCI
AP	.1056	.0517	.0205	.2215

Table 17: Indirect Effect of X on Y

The path (direct effect) from subliminal advertisement to ad perception is positive and statistically significant i.e. $b = .5406$, $s.e. = .0511$ and $p < .001$. The path (direct effect) from subliminal advertisement to ad perception is positive and significant i.e. $b = .5446$, $s.e. = .0645$ and $p < .001$, indicating that person scoring higher in subliminal advertisement are more likely to have a positive purchase intention than those scoring lower on the measure. The direct effect of ad perception is positive and significant i.e. $b = .1953$, $s.e. = .0661$ and $p < .001$, indicating that customers scoring higher on ad perception are more likely to have a positive purchase intention than those scoring lower on the measure. The indirect effect is tested using non-parametric bootstrapping. If the null of 0 falls between the lower and upper bound of the 95% confidence interval, then the inference is that the population indirect effect is 0. If 0 falls outside the confidence interval, then the indirect effect is inferred to be non-zero. In this case the indirect effect i.e. $.1056$ is statistically significant i.e. 95% CI = $(.0205, .2215)$.

4.5.3. Impact of Subliminal Advertisement on Ad Perception

The regression analysis to analyse the impact of subliminal advertisement on the ad perception is depicted below:

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.555 ^a	.308	.305	.47832

a. Predictors: (Constant), SA

Table 18: Model Summary of Impact of SA on AP

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.610	1	25.610	111.936	.004 ^b
Residual	57.656	252	.229		
Total	83.266	253			

a. Dependent Variable: AP

b. Predictors: (Constant), SA

Table 19: ANOVA of Impact of SA on AP

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.983	.115		8.563	.009
SA	.541	.051	.555	10.580	.042

a. Dependent Variable: AP

Table 20: Coefficients of Impact of SA on AP

The subliminal advertisement impacts the ad perception which is acting as a mediating variable in the research. The mediating variable clarifies the relationship between the dependent and the independent variable and so the ad perception of the consumer is clarifying the relationship between the subliminal advertisement and the consumer purchase intension. This shows a p stat value of 0.042 which is smaller than the significance value of 0.05. this shows that a positive and significant relationship prevails between the subliminal advertisement and the ad perception of the consumers. This means that a 1-unit increment in the subliminal advertisement will increase the ad perception of the consumers by 0.042 units. The results show R square value of 0.308 with 0.55 beta and t stat of 10.5.

4.5.4. Ethical Considerations Moderates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions

The research illustrates that there exists a relationship between the subliminal advertisement and the consumer purchase intention as moderated by the ethical issues. The regression analysis to demonstrate the subliminal advertisement impact on the consumer purchase intention as moderated by the ethical issues is computed underneath:

Model Summary						
R	R Square	MSE	F	df1	df2	p
.6742	.4546	.2237	69.4569	3.0000	250.0000	.0000

Table 21: Model Summary of Impact of SA on CPI as Moderated by the EC

Model						
	coeff	se	t	p	LLCI	ULCI
Constant	.7492	.3282	2.2829	.0233	.1029	1.3956
SA	.3092	.1428	2.1653	.0313	.0280	.5905
EC	.1618	.1261	1.2829	.2007	-.0866	.4102
Int_1	.0774	.0488	1.5864	.1139	-.0187	.1736

Table 22: Model of Impact of SA on CPI as Moderated by the EC

The regression analysis depicts a positive and significant relationship between the subliminal advertisement and the consumer purchase intention which is moderated by the ethical considerations. The LLCI is 0.0280, -0.0866 and -0.0187 for subliminal advertisement, ethical consideration and interaction term respectively and ULCI for these are 0.5905 0.4102 and 0.1736 respectively. The p value for interaction term is 0.1139 which shows that the effect of moderation is significant.

Chapter 5

5. Discussion

The research was conducted to determine the impact of the subliminal advertisement on the consumer purchase intention. The model was moderated by the ethical considerations while it was mediated by the ad perception of the customers after watching a subliminal advertisement. Many firms have adopted the method of subliminal advertisement to create an effective and positive ad perception to enhance the buying behaviour of consumers. In the model of the impact of the subliminal advertisement on the consumer purchase intentions the ad perception and the ethical considerations have played a vital role. The firms while delivering and making a subliminal advertisement should be careful about the ethical considerations and the ad perceptions which will be created in the minds of the customers after watching the ad. The subliminal advertisement must create a positive ad perception and must consider the ethical considerations so as to enhance the buying behaviour and intentions of the customers. The subliminal advertisement will be effective if it will create positive buying intentions in the minds of the customers which will enhance their buying behaviours.

To check and analyse the impact of the subliminal advertisement on the customer purchase intentions various statistical tests were applied to the gathered data. The frequency distribution shows that the data was gathered from a large population which aided in conducting effective research. It also demonstrated the population which responded to conduct the research and also helped in analysing their choices about the subliminal advertisement on the customer purchase intentions. The frequency distribution provided data regarding the respondents who provided information to research the impact of the subliminal advertisement on the customer purchase intentions.

Furthermore, a descriptive statistical analysis was applied to the gathered data to determine the impact of the subliminal advertisement on the customer purchase intentions. The descriptive statistical analysis depicted the different in-depth aspects of the gathered data. It demonstrated the mean, standard deviation, skewness, and kurtosis. The mean presented the midpoints or the central tendency of the gathered data.

The standard deviations of the gathered data showed small deviations from their respective mean points. This illustrated that the gathered data is reliable and consistent. The skewness and kurtosis determined the symmetry of the data and the shape of the normal curve. The majority of the data values were recorded positive which depicted that the normal curve is right-tailed and much of the data values will reside on the right side of the normal curve. The normal curve will have a heavy tail towards the right side due to the positive values. The descriptive statistical analysis demonstrated a brief and clear picture of the gathered data.

The test of reliability was applied to the gathered data and variables to check the internal consistency and reliability. Firstly, the reliability of the whole process to determine the relationship of subliminal advertisement on the consumer purchase intentions was determined. Secondly, the reliability of subliminal advertisement, consumer purchase intentions, ad perception and ethical considerations was computed separately. The test of reliability demonstrated the Cronbach's alpha values which were close to 1 for all the variables as well as for the process. This illustrated that the process and the variables including the subliminal advertisement, ad perception, ethical considerations, and the customer purchase intention were reliable and consistent. The research and the process also entail effective significance in the field of research and proves a strong relationship between the subliminal advertisement and the consumer purchase intention.

To understand the relationship and association among the understudy variables, correlation analysis was applied. It demonstrated that all the research variables are highly correlation with each other. This means that the subliminal advertisement is highly and positively correlated with the customer purchase intentions. Afterwards, the correlation analysis was applied to demonstrated a separate correlation of each variable with the other variable. This demonstrated that all the variables including the subliminal advertisement, ad perception, ethical issues, and the customer purchase intentions are highly and positively correlated with each other. This shows that the change in the one variable will highly correlate and impact the other variable in the study.

The final part of the results includes the regression analysis which shows a relationship, its significance and the strength of the relationship between the subliminal advertisement and the consumer purchase intention with regards to the ad perception and the ethical considerations. The regression analysis was conducted for the whole process and the variables with different aspects. The regression analysis shows that all the study variables are significant and positively related with each other. All the research variables entail an optimistic impact on the consumer purchase intention. This shows that the research entails highly significance and provides useful insights to the researcher.

5.1. Hypothesis Testing

H1: *The Subliminal Advertisement Positively Impacts the Consumer Purchase Intentions*

The hypothesis states that the subliminal advertisement impacts the consumer purchase intention. The test shows that it was significant and hypothesis was accepted and shows that the subliminal advertisement highly and significantly impacts the consumer purchase intention.

H2: *Ad Perception Positively Mediates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions*

The second hypothesis states that the subliminal advertisement impacts the consumer purchase intentions as mediated by the ad perception. The applied tests signify the hypothesis and the hypothesis is accepted which shows that the subliminal advertisement impacts the consumer purchase intention as mediated by the ad perception.

H3: *The Subliminal Advertisement Positively Impacts the Ad Perception of the Consumers*

The third hypothesis of the study shows that the subliminal advertisement impacts the ad perception of the consumers. various tests were applied on the variables which shows that there exist a strong and positive association between the subliminal advertisement impacts the ad perception of the consumers which leads to the acceptance of the hypothesis.

H4: *Ethical Considerations Positively Moderates the Relationship between Subliminal Advertisement and Consumer Purchase Intentions*

The fourth hypothesis of the study concludes that the subliminal advertisement impacts the consumer purchase intention as moderated by the ethical issues. The test applied on the study clarifies and leads to the acceptance of the hypothesis stating that the subliminal advertisement impacts the consumer purchase intention as moderated by the ethical issues.

Chapter 6

6. Conclusion

The present era is the time of marketing and advertising and most firms are using it as a significant tool to enhance and promote their sales. Various kinds of tools and techniques are being used in advertisements. Many firms are using subliminal advertising which is significantly influencing the purchase intention of the customers. The use of brief statistical analysis demonstrated that all predictor factors, including ad perception and ethical considerations, are key determinants of compulsive buying behaviour, which might be the cause for increasing and boosting consumer buying tendencies. This demonstrates how subliminal advertising influences customer purchase intent in terms of ad perception and ethical concerns.

The research concludes that subliminal advertising influences customer purchasing intentions. Additionally, the consequence of subliminal exposure has already been demonstrated to want a considerable impact on a consumer's perception and evaluation of the purchasing behaviour. The implementation of various statistical analyses demonstrated that all mediating and moderating variables, including ad perception and ethical concerns, are important drivers of consumer buying behaviour, which might be the explanation for most individuals' unwanted buying inclination in the current period. It is crucial that in the present situation, the majority of organizations are developing subliminal advertising that influences purchasing attitudes and behaviours of the customers.

As shown in this investigation, subliminal advertisements influence customer purchasing behaviour by influencing the conscious or cognitive mechanism or via the technique of oblique promotion. Subliminal advertisements are utilized not just to enhance sales, but to distract customers' attention with ad perception and ethical issues.

Commercials are an excellent source of information for customers, and they are inexpensive. This is because of these advertising messages that one needs to pay so little for newspapers, television, social media, and other advertising sources. It allows for multiple individuals' beliefs of promotion as a provider of information about products, role in the society, and aesthetic enjoyment. These ratios may have a beneficial effect on overall views about advertising, which may promote purchasing intention. Furthermore, corporate organizations utilize advertisements to generate sales, with the genuine purpose of increasing product sales by increasing customer buy intent.

The ad perception acts as the mediating variable in the study. The subliminal advertisement impacts the consumer purchase intentions by ad perception as a mediating variable. If the firm delivers a subliminal advertisement, it creates a good or bad ad perception in the minds of the customers. The firm must try to make an optimistic ad perception in the minds of the customers. When the customers will have a positive and good ad perception they will have more will to buy the goods which will increase the consumers buying intentions. This clarifies and defines the relationship between the subliminal advertisement and consumer buying intentions.

The ethical considerations have the role of moderating variables to determine the impact of the subliminal advertisement on consumer purchase intentions. The firms must look after the ethical considerations including the presentation of dances, characters, or similar things in the advertisement which may distract the consumer's buying intentions. This will create a negative image of the brand in the mind of the customers. This will gradually decline the consumer buying intentions and the purpose of the ad will not be delivered properly. So, the firms must check the content and all the ethical considerations while making and delivering an effective ad. This will increase and enhance the buying intentions of the customers.

Chapter 7

7. Implications, Limitations and Future Research

7.1. Managerial Implications

The research demonstrated that subliminal advertisement is strongly impacting consumer purchase intentions. The firms must consider and contemplate the provision and delivery of the subliminal message conveyed in the ad to enhance the perception of the consumers. Following are some of the managerial implications to enhance the consumer buying behaviour given subliminal advertisement, ad perception, and ethical considerations:

According to the current study, subliminal advertising induces illogical and obsessive purchase behaviour in consumers. As a result, the employment of subliminal advertising necessitates concerted work from all stakeholders to find techniques for mitigating the impacts of subliminal contact. The primary obligation falls on the marketers, who must concentrate on customer welfare while avoiding upsetting customers via the improper use of females in commercials. Subliminal advertising should not be used indiscriminately in circumstances or for the marketing of items that are viewed as damaging to community or to people, particularly minors, to a degree or of a nature that is undesirable to community in general.

7.2. Theoretical Implications

Following are some of the theoretical implications to enhance the consumer buying behaviour given subliminal advertisement, ad perception, and ethical considerations:

Advertisements should not include anything obscene, profane, or unpleasant that might cause serious or broad harm. There is a need to preserve the mind in order to broaden the scope of this country's intelligence, and as a result, attempts should be taken not to enslave people through subliminal subjection. Subliminal contact must be reduced, if not eliminated entirely, to protect consumers from a plethora of unlawful associations.

The rise in criminal activity is strongly linked to subliminal exposure since it undermines the domain of logical reasoning. As a result, academics, marketers, non-profits, and legislators must work together to develop techniques for better managing subliminal attacks.

7.3. Limitations

Now-a-days the firms are using the method of subliminal advertisement which may not sometime clearly convey the message which may become a hindrance in developing a positive ad perception and purchase intentions. the customer can also assume the message conveyed in the opposite direction and may develop negative buying intentions.

The messages conveyed by the subliminal advertisements cannot be controlled as it directly targets the subconscious mind and the firm making the subliminal advertisement may not be sure about the purchase intentions of the customer. The information that aim to express with subliminal signals will not always be clear because they are frequently quite open for interpretation. Advertisers must exercise caution when choosing the communications, they distribute because the success of these communications will hinge about how effectively they can be used.

7.4. Future Research

The research is effective in the future. this can be used in future by various researchers to determine implications and impact of the subliminal advertisement on the consumer purchase intentions of the customers. The researchers can use this research to further determine the implications and impact of the subliminal advertisement on the subconscious of the consumer. This research can be testifying in various circumstances and it will help the researcher to understand and determine various aspects of subliminal advertisement on consumer purchase intentions.

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8.1. Questionnaire References

Question	Author
Subliminal Advertising	
Do you agree that you are aware about the concept of subliminal advertising?	(Mishra, Rout, Kantha and Kantha, 2021)
Do you agree that the subliminal advertisement is successful in delivering the hidden messages to the customers?	(Mishra, Rout, Kantha and Kantha, 2021)
Do you agree that the subliminal advertisements change your perception about the products?	(Mishra, Rout, Kantha and Kantha, 2021)
Do you agree that you buy any product after watching a subliminal advertisement?	(Mishra, Rout, Kantha and Kantha, 2021)
Do you agree that subliminal advertisements create any buying impact on you?	(Mishra, Rout, Kantha and Kantha, 2021)
Ad Perception	
Do you agree that the consumers' opinion on subliminal advertisements will affect the consumer purchase intentions?	(Dehghani & Tumer, 2015)
Do you agree that the constructive subliminal ad perception is convincing to buy the product?	(Dehghani & Tumer, 2015)
Do you agree that firms should make good subliminal advertisements to create positive ad perception to enhance the purchase intentions?	(Dehghani & Tumer, 2015)
Do you agree that subliminal ad credibility is necessary for increasing the ad perception?	(Talih Akkaya et al., 2017)

Do you agree that the continuous repetition of subliminal ads brings positive perception and increases the purchase intention of the customer?	(Talih Akkaya et al., 2017)
Ethical Considerations	
Do you agree that an emotional appeal (fear, guilt and shame) used in subliminal advertisement positively affects purchase intentions?	(Siddiqui, 2014)
Do you agree that an emotional appeal (love, humor, pride and joy) used in subliminal advertisement positively affects purchase intentions?	(Siddiqui, 2014)
Do you agree that the appeal (attractive physique, personality, body language) used in subliminal advertisement positively affects purchase intentions?	(Siddiqui, 2014)
Do you agree that a dance shown in subliminal advertisements is inappropriate?	(Siddiqui, 2014)
Do you agree that a dance shown in subliminal advertisements negatively affects purchase intentions?	(Siddiqui, 2014)
Consumer Purchase Intention	
Do you agree that the perception of subliminal messages has positive effect on consumers' purchasing intention?	(Maalik & Choughari, 2020)
Do you agree that the awareness of subliminal messages has a positive influence on consumers' purchasing intention?	(Maalik & Choughari, 2020)

Do you agree that the knowledge of subliminal message has a positive effect on consumers' purchasing intention?	(Maalik & Choughari, 2020)
Do you agree that the subliminal advertising enhances the brand loyalty which in turn enhances the purchase intentions?	(Maalik & Choughari, 2020)
Do you agree that subliminal persuasion has a positive influence on consumers' purchasing intention?	(Maalik & Choughari, 2020)

Table 21: *Questionnaire In-text Citations*

9. Appendix

Appendix 1: Questionnaire

The questionnaire is designed to collect information related to the research being conducted on the influence of subliminal advertising on consumer purchase intention. Please mark the option that is closest to your preferred choices since this will help with data collecting for research. The information provided will be kept private and it will only be used during stated purpose. Thank You!

1. Name:
2. Gender:
 - a. Male
 - b. Female
3. Age:
 - a. 20-30 Years
 - b. 31-40 Years
 - c. 41-50 Years
 - d. 51 Years and Above

Sr. #	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Subliminal Advertising						
1	Do you agree that you are aware about the concept of subliminal advertising?					
2	Do you agree that the subliminal advertisement is successful in delivering the hidden messages to the customers?					

3	Do you agree that the subliminal advertisements change your perception about the products?					
4	Do you agree that you buy any product after watching subliminal advertisement?					
5	Do you agree that subliminal advertisements create any buying impact on you?					
Ad Perception						
6	Do you agree that the consumers' opinion on subliminal advertisements will affect the consumer purchase intentions?					
7	Do you agree that the constructive subliminal ad perception is convincing to buy the product?					
8	Do you agree that firms should make good subliminal advertisements to create positive ad perception to enhance the purchase intentions?					
9	Do you agree that subliminal ad credibility is necessary for increasing the ad perception?					

10	Do you agree that the continuous repetition of subliminal ads brings positive perception and increases the purchase intention of the customer?					
Ethical Considerations						
11	Do you agree that an emotional appeal (fear, guilt and shame) used in subliminal advertisement positively affects purchase intentions?					
12	Do you agree that an emotional appeal (love, humor, pride and joy) used in subliminal advertisement positively effects purchase intentions?					
13	Do you agree that the appeal (attractive physique, personality, body language) used in subliminal advertisement positively effects purchase intentions?					
14	Do you agree that a dance shown in subliminal advertisements is inappropriate?					

15	Do you agree that a dance shown in subliminal advertisements negatively effects purchase intentions?					
Purchase Intention						
16	Do you agree that the perception of subliminal messages has positive effect on consumers' purchasing intention?					
17	Do you agree that the awareness of subliminal messages has a positive influence on consumers' purchasing intention?					
18	Do you agree that the knowledge of subliminal message has a positive effect on consumers' purchasing intention?					
19	Do you agree that the subliminal advertising enhances the brand loyalty which in turn enhances the purchase intentions?					
20	Do you agree that subliminal persuasion has a positive influence on consumers' purchasing intention?					

Table 22: Research Questionnaire

Appendix 2: Questionnaire Results

Gender
254 responses

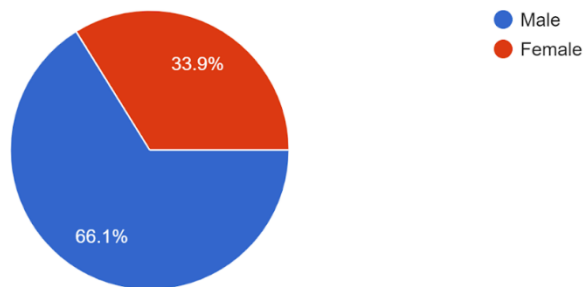


Figure 2: Gender

Age
254 responses

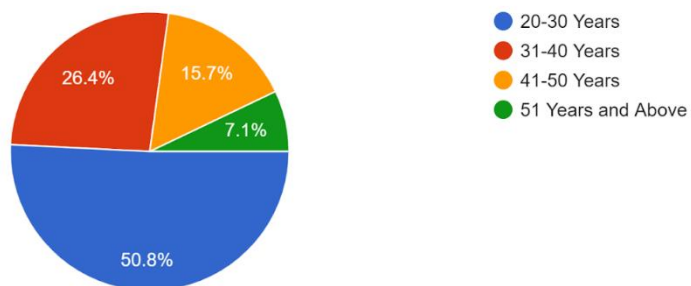


Figure 3: Age

Do you agree that you are aware about the concept of subliminal advertising?
254 responses

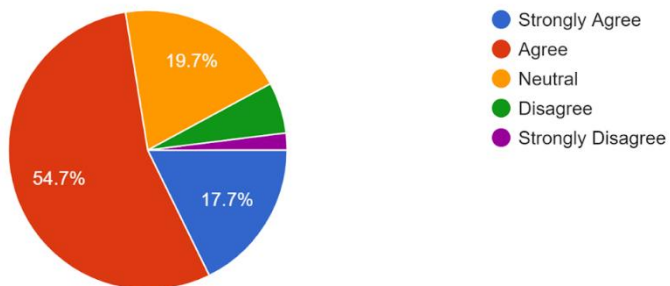


Figure 4: Concept of SA

Do you agree that the subliminal advertisement is successful in delivering the hidden messages to the customers?
254 responses

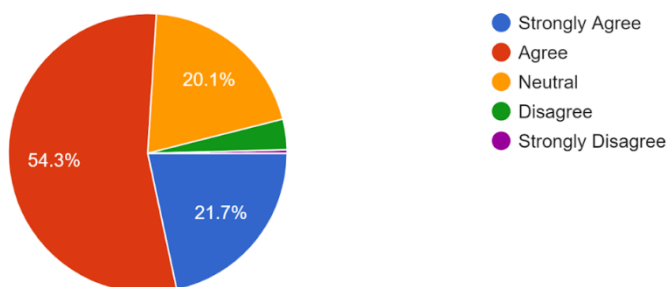


Figure 5: Success of SA to Deliver Hidden Messages

Do you agree the subliminal advertisements change your perception about the products?
254 responses

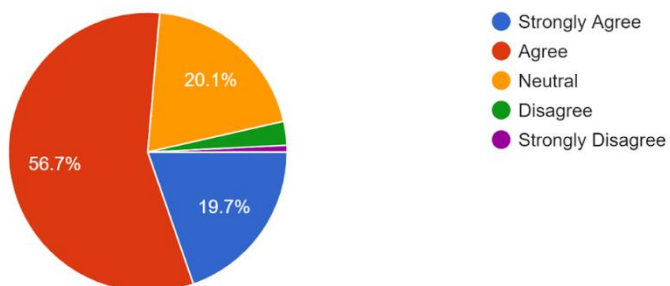


Figure 6: SA Change Perception about Product

Do you agree that you buy any product after watching a subliminal advertisement?
254 responses

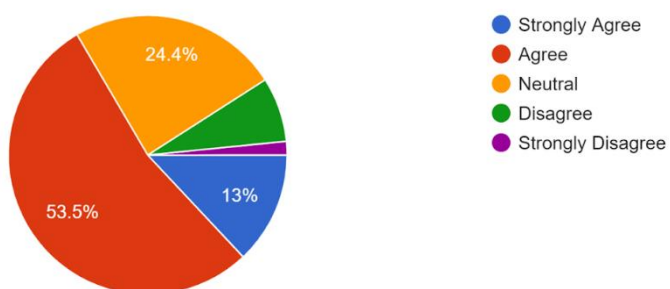


Figure 7: Buying Product after Watching SA

Do you agree that subliminal advertisements create any buying impact on you?
254 responses

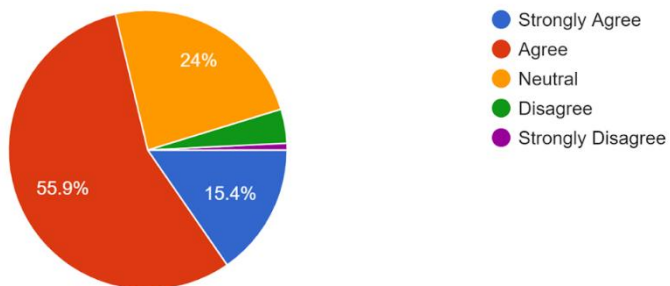


Figure 8: SA Create Buying Impact

Do you agree that the consumers' opinion on subliminal advertisements will affect the consumer purchase intentions?
254 responses

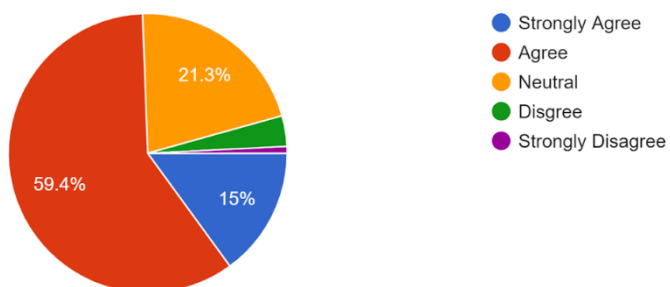


Figure 9: Consumer Opinion on SA Affects CPI

Do you agree that the constructive subliminal ad perception is convincing to buy the product?
254 responses

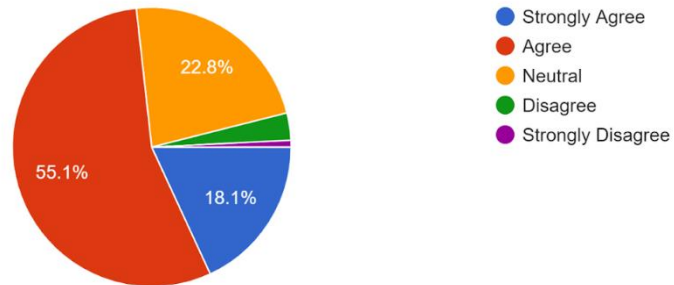


Figure 10: *Subliminal AP is Convincing to Buy Product*

Do you agree that firms should make good subliminal advertisements to create positive ad perception to enhance the purchase intentions?
254 responses

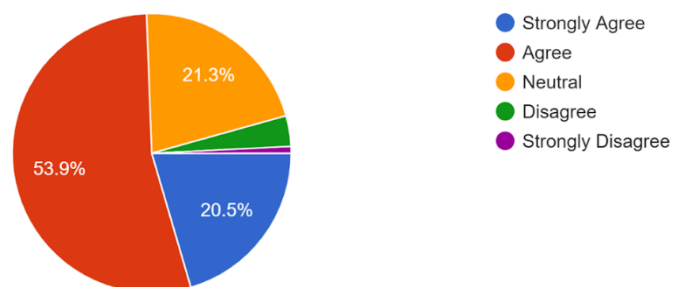


Figure 11: *Firms Make Good SA to Create Positive AP*

Do you agree that subliminal ad credibility is necessary for increasing the ad perception?

254 responses

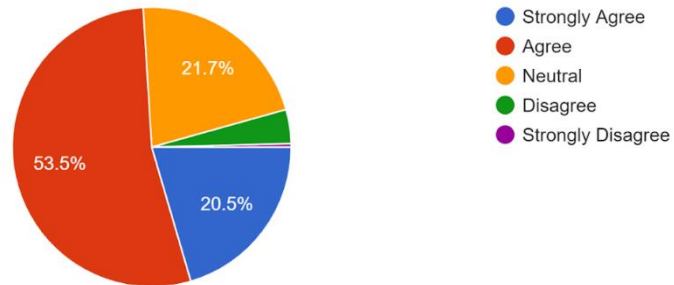


Figure 12: SA Credibility Increases AP

Do you agree that the continuous repetition of subliminal ads brings positive perception and increases the purchase intention of the customer?

254 responses

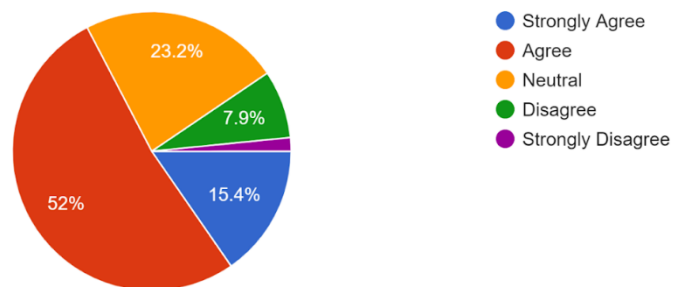


Figure 13: Repetition of SA Increases CPI

Do you agree that an emotional appeal (fear, guilt and shame) used in subliminal advertisement positively effects purchase intentions?

254 responses

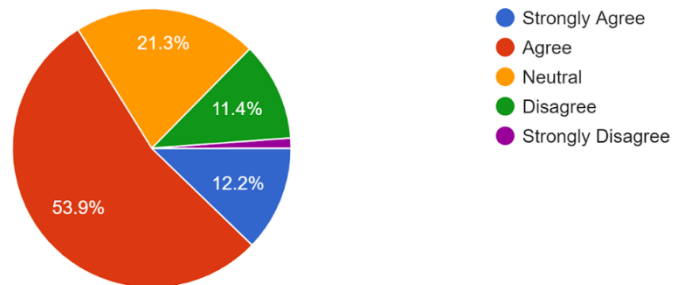


Figure 14: Emotional Appeal in SA Effects CPI

Do you agree that an emotional appeal (love, humor, pride and joy) used in subliminal advertisement positively effects purchase intentions?

254 responses

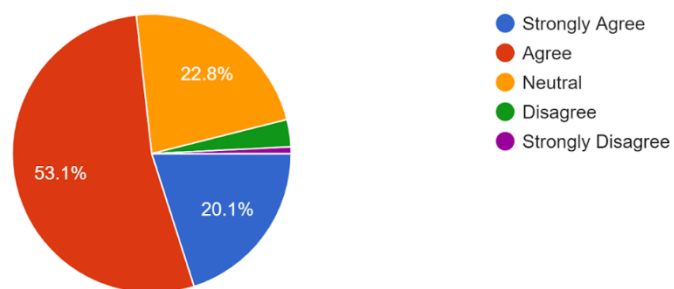


Figure 15: Emotional Appeal in SA Effects CPI

Do you agree that the appeal (attractive physique, personality, body language) used in subliminal advertisement positively effects purchase intentions?

254 responses

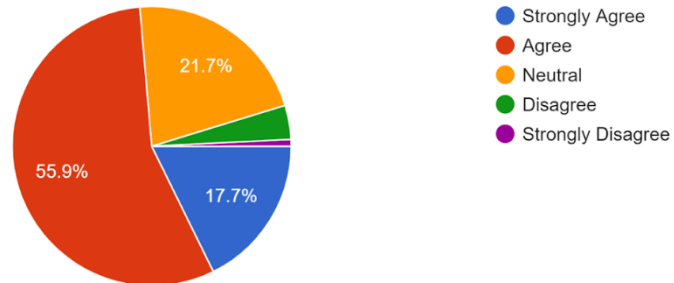


Figure 16: Appeal in SA Effects CPI

Do you agree that a dance shown in subliminal advertisements is inappropriate?

254 responses

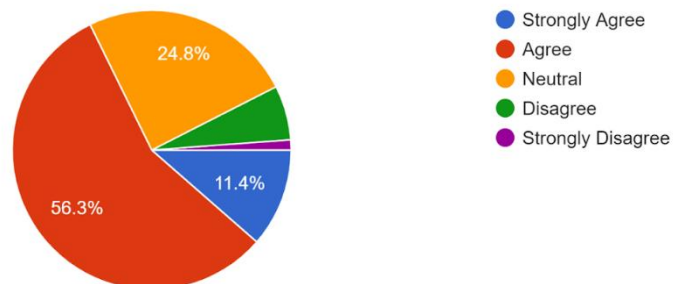


Figure 17: Dance in SA is Inappropriate

Do you agree that a dance shown in subliminal advertisements negatively effects purchase intentions?

254 responses

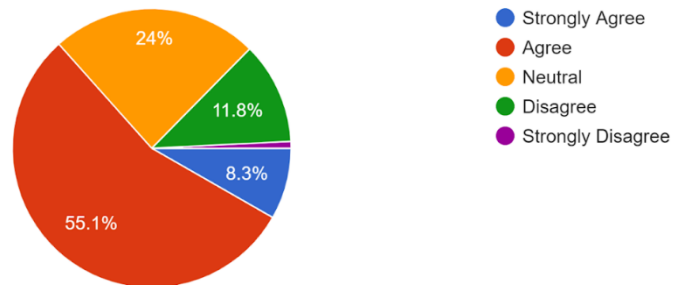


Figure 18: Dance in SA Negatively affects CPI

Do you agree that the perception of subliminal messages has positive effect on consumers' purchasing intention?

254 responses

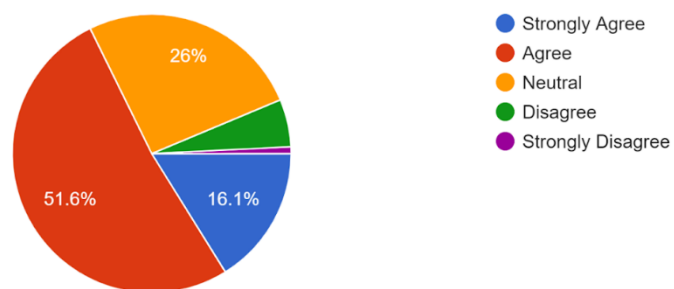


Figure 19: SA Perception Positively Affects CPI

Do you agree that the awareness of subliminal messages has a positive influence on consumers' purchasing intention?

254 responses

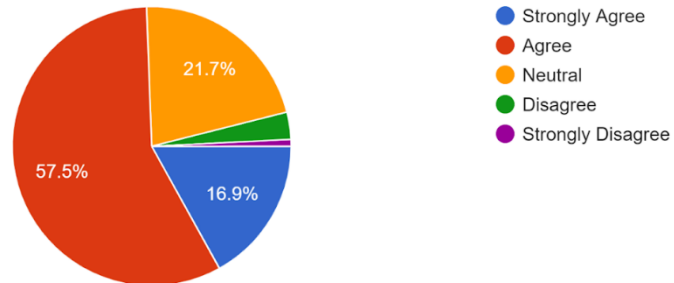


Figure 20: SA Awareness Affects CPI

Do you agree that the knowledge of subliminal message has a positive effect on consumers' purchasing intention?

254 responses

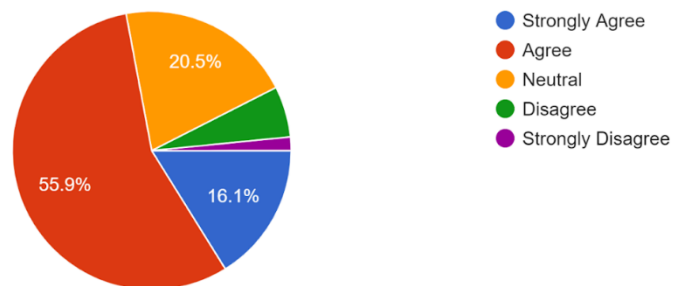


Figure 21: SA Knowledge Affects CPI

Do you agree that the subliminal advertising enhances the brand loyalty which in turn enhances the purchase intentions?

254 responses

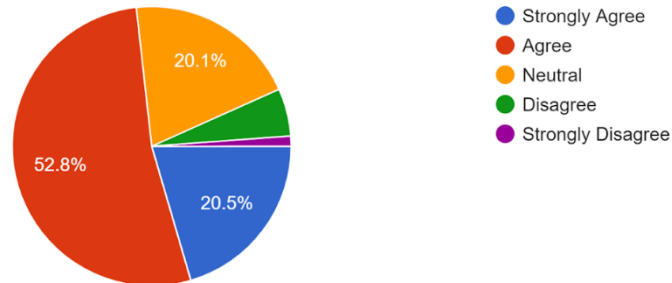


Figure 22: SA Enhances Brand Loyalty

Do you agree that subliminal persuasion has a positive influence on consumers' purchasing intention?

254 responses

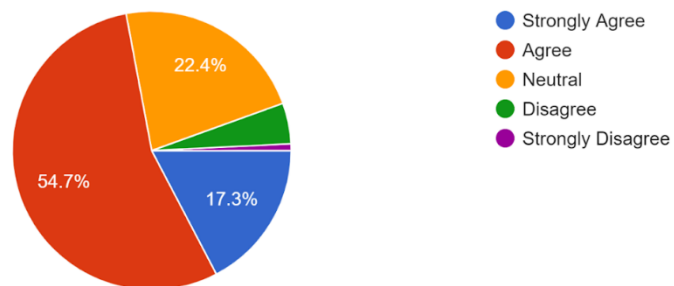


Figure 23: Subliminal Persuasion Affects CPI