



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Accredited with A++ Grade by NAAC

Abstract of the Thesis



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Faculty: **MANAGEMENT**

Discipline/Branch: **MANAGEMENT**

Title of the Thesis: **"A STUDY ON EFFECT OF SUBLIMINAL ADVERTISING ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO GUJARAT"**

Abstract

This study examines the effect of subliminal advertising on consumer buying behaviour with special reference to Gujarat State. The research problem arises from the limited empirical evidence available in the indian and regional context regarding how subliminal advertising influences consumer cognition feelings, advertisement evaluation, brand preference, and purchase intention. A descriptive and qualitative research design was followed using primary data collected through a structured questionnaire from 1,000 respondents. The collected data were analyzed using appropriate statistical techniques , including demographic analysis, hypothesis testing, exploratory factor analysis, and structural equation modelling. Th research outcome indicates that subliminal advertising may influence consumer's psychological responses advertising evaluation, brand preference, and purchase intention. The finding provide useful implications for marketers in developing effective and consumer-oriented advertising strategies while highlighting the importance of ethical advertising practices.



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This PhD Thesis will help in

This PhD thesis will help marketing professionals, advertisers, and businesses understand how subliminal advertising influences consumer cognition, emotions, advertisement evaluation, brand preference, and purchase intention. It will support the development of effective and consumer-oriented advertising strategies, improved market segmentation, and better understanding of consumer buying behaviour. The study may also help researchers and academicians in conducting further research on subliminal advertising and consumer psychology, while encouraging ethical and responsible advertising practices.

List of Publication(s): 1) "Exploring the Impact of Subliminal Messaging on Consumer Decisions: A Study of College Going Students in Ahmadabad City" Volume 11, Issue 4, July–December 2025, E-ISSN: 2405-710X, pp. 81–86.

(*not beyond two page) 2) "Subliminal Advertising and Its Role in Shaping Consumer Buying Habits: A Gujarat Perspective" Volume 5, Issue 3, July–December 2025, ISSN: 2583-0716, pp. 01–10.