

**A SYNOPSIS
OF
THE PHD THESIS
On
“A STUDY ON EFFECT OF SUBLIMINAL ADVERTISING ON
CONSUMER BUYING BEHAVIOR WITH REFERENCE TO
GUJARAT STATE”**

Submitted to

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1. Abstract:

This research investigates the effects of subliminal advertising on consumer buying behavior, emotional responses, and cognitive processes in Gujarat. With the rise of subtle marketing techniques, subliminal messages—those aimed at influencing consumers without their conscious awareness—are becoming increasingly relevant in the study of consumer behavior. This study surveys 1,000 respondents from diverse demographics across Gujarat to examine the effectiveness of subliminal advertising in shaping consumer perceptions and actions.

Findings suggest that subliminal advertising has a significant but subtle influence on consumer attitudes and buying behavior. Despite respondents' lack of conscious awareness of subliminal cues, their emotional reactions to advertisements were notably influenced, which in turn affected their purchase intentions. Additionally, the study found that subliminal cues were more effective in driving brand preference, particularly among younger, urban consumers, and contributed to a higher likelihood of impulsive purchases.

The research highlights that subliminal advertising affects the perceived effectiveness of advertisements, with greater emotional engagement leading to increased involvement with the brand. However, demographic factors such as age, income, and education played a pivotal role in moderating these effects. The study provides crucial insights for marketers to ethically leverage subliminal techniques, while also suggesting the need for further research into the long-term effects on consumer trust and brand loyalty.

2. Brief description on the state of the art of the research topic:

Subliminal advertising is a modern marketing technique in which hidden visual, audio, or symbolic messages are embedded in advertisements to influence consumers at the subconscious level without their direct awareness. Over the last two decades, researchers across the world have increasingly explored how subliminal stimuli affect consumer attention, emotions, brand recall, purchase intention, and buying behavior. Recent developments in Neuromarketing, behavioral psychology, and digital advertising have further expanded the scope of research in this area.

Studies conducted in India indicate that subliminal advertising can significantly influence consumer emotions, perceptions, and impulsive buying tendencies, especially among young

consumers. Research has shown that hidden cues in television and online advertisements affect consumer attitudes and purchase intentions by activating subconscious responses.

Modern research trends focus on:

- The psychological impact of subliminal messages on consumer decision-making.
- The role of digital and social media platforms in delivering hidden advertising cues.
- Neuromarketing techniques such as EEG and eye-tracking analysis to measure subconscious consumer responses.
- Emotional branding and impulsive buying behavior influenced by subliminal stimuli.
- Ethical concerns and consumer awareness regarding hidden persuasion techniques.

Existing literature mainly concentrates on urban youth, online consumers, and television advertising. Most studies have been conducted in limited geographical regions of India such as Kashmir, Odisha, and metropolitan cities. However, there is limited empirical research specifically focusing on consumers from Gujarat State, despite Gujarat being one of India's rapidly growing markets with diverse demographic, cultural, and purchasing characteristics.

Furthermore, previous studies largely examine purchase intention and emotional influence, while fewer studies comprehensively analyze the relationship between subliminal advertising and actual consumer buying behavior across different age groups, income categories, and urban–rural populations in Gujarat. This creates a significant research gap.

Therefore, the proposed study titled ***“A Study on Effect of Subliminal Advertising on Consumer Buying Behavior with Reference to Gujarat State”*** aims to contribute to the existing body of knowledge by examining how subliminal advertising techniques influence consumer behavior in the Gujarat context. The study will provide insights into consumer awareness, psychological influence, ethical perceptions, and purchasing responses toward subliminal advertising practices in both traditional and digital media environments.

3. Definition of the Problem

In the contemporary marketing environment, consumers are continuously exposed to a large volume of advertisements through television, social media, digital platforms, print media, and other communication channels. As a result, traditional advertising methods often struggle to capture consumer attention effectively. To overcome this challenge, marketers increasingly use subliminal advertising techniques, where hidden visual, verbal, or symbolic cues are embedded within advertisements to influence consumer perceptions and buying decisions at a subconscious level. Although subliminal advertising has been widely studied in developed countries, its actual influence on consumer buying behavior in the Indian context remains insufficiently examined.

In Gujarat State, rapid urbanization, technological advancement, increased internet penetration, and changing lifestyle patterns have transformed consumer behavior significantly. Consumers in urban areas are highly exposed to digital marketing and brand communication, while rural consumers are gradually becoming part of the organized consumer market. Despite these developments, there is limited empirical evidence regarding how subliminal advertising affects the purchasing behavior of consumers across different demographic and socio-economic groups in Gujarat.

Existing studies on consumer behavior in Gujarat mainly focus on overt advertising, brand loyalty, customer satisfaction, and purchasing patterns, while the role of unconscious psychological influence through subliminal messages has received little academic attention. Moreover, the effectiveness of subliminal advertising may vary according to factors such as age, gender, education, income level, cultural background, media exposure, and consumer awareness. The lack of region-specific research creates a gap in understanding whether subliminal advertising significantly influences consumer buying decisions in Gujarat's diverse market environment.

Another important concern relates to the ethical and regulatory dimensions of subliminal advertising. Since consumers may not consciously recognize hidden persuasive messages, questions arise regarding consumer manipulation, ethical marketing practices, and the need for

regulatory control. However, limited research is available regarding consumer awareness and ethical perceptions of subliminal advertising practices in Gujarat.

Therefore, the core problem of the present study is to examine and analyze the effect of subliminal advertising on consumer buying behavior in Gujarat State, along with understanding the psychological influence, consumer awareness, demographic variations, and ethical implications associated with subliminal advertising practices. The study aims to identify whether subliminal advertising significantly impacts consumer purchase decisions and how this influence differs across various consumer segments in Gujarat.

4. Review of Literature

Table 1: Review of Literature

Sr. No	Author(s) & Year	Title of the Study	Objectives / Focus	Methodology	Major Findings
1	James Vicary (1957)	Subliminal Advertising Experiment	To examine whether subliminal messages influence consumer purchasing behavior	Experimental Research	Claimed that subliminal messages increased consumer interest in products such as popcorn and soft drinks, initiating debate on subconscious advertising effects.
2	Charles Trappey (1996)	A Meta-Analysis of Consumer Choice and Subliminal Advertising	To evaluate the effectiveness of subliminal advertising on consumer attitudes and behavior	Meta-Analysis	Found that subliminal advertising has measurable but limited effects on consumer attitudes, recall, and behavior under controlled conditions.
3	Johan Karremans et al. (2006)	Beyond Vicary's Fantasies: The Impact of Subliminal Priming	To study the influence of subliminal priming on brand choice	Experimental Study	Concluded that subliminal cues can influence brand preferences when consumers already possess related needs or motivations.
4	Daniel Kahneman (2011)	Thinking, Fast and Slow	To explain subconscious and automatic decision-making processes	Conceptual/Theoretical Study	Proposed dual-process theory explaining how subconscious thinking influences judgments and consumer decisions.

5	David Aaker (1996)	Building Strong Brands	To examine emotional branding and brand equity	Conceptual Study	Highlighted the importance of emotional association and subconscious perception in shaping brand loyalty and consumer behavior.
6	Philip Kotler & Kevin Lane Keller (2016)	Marketing Management	To explain consumer behavior and advertising effectiveness	Conceptual & Applied Marketing Framework	Emphasized that consumer behavior is influenced by psychological, emotional, and socio-economic factors.
7	Leon Schiffman & Joseph Wisenblit (2019)	Consumer Behaviour	To analyze cognitive, emotional, and behavioral aspects of consumers	Consumer Behaviour Framework	Explained that consumer decisions are affected by perception, motivation, emotions, and subconscious influences.
8	Dennis Rook (1987)	The Buying Impulse	To study compulsive and impulsive buying behavior	Behavioral Research	Identified emotional triggers and environmental stimuli as major causes of impulse buying behavior.
9	Richard Petty & John Cacioppo (1986)	Elaboration Likelihood Model	To explain persuasion and attitude formation	Theoretical Model	Demonstrated that involvement and attention significantly affect persuasion and advertising effectiveness.
10	John Bargh (1994)	Automaticity and Priming in Consumer Behaviour	To study subconscious processing and automatic responses	Experimental Psychology	Found that subconscious stimuli influence perception, attitudes, and behavioral responses automatically.
11	Icek Ajzen (1991)	Theory of Planned Behaviour	To explain behavioral intention and decision-making	Theoretical Framework	Concluded that attitudes and perceptions strongly predict consumer purchase intention and behavior.
12	George Belch & Michael Belch (2021)	Advertising and Promotion	To examine integrated marketing communication and advertising effectiveness	Marketing Communication Framework	Highlighted that creative and persuasive advertising improves consumer engagement and brand effectiveness.

5. Objectives and Scope of work

5.1 Objectives of the research

- To examine the effects of subliminal advertising on consumers' buying behavior, cognitive and emotional responses, and advertisement evaluation.
- To measure the effect of subliminal advertising on perceived advertisement effectiveness and advertisement involvement.
- To study the relationship between consumers' buying behavior and emotions, compulsive buying, brand preference, and purchase intention.

5.2 Scope of the study

The present research titled *“A Study on Effect of Subliminal Advertising on Consumer Buying Behavior with Reference to Gujarat State”* focuses on examining how subliminal advertising influences consumer perceptions, emotions, attitudes, and purchasing decisions among consumers in Gujarat. The scope of the study is broad enough to cover psychological, behavioral, and marketing dimensions of subliminal advertising while remaining specific to the regional and cultural context of Gujarat.

The study primarily investigates the relationship between subliminal advertising techniques and consumer buying behavior. It explores how hidden or subconscious messages embedded in advertisements affect consumer responses without their conscious awareness. The research includes analysis of emotional reactions, cognitive processing, brand preference, purchase intention, and impulsive buying behavior resulting from subliminal cues in advertisements.

Geographically, the research is confined to the state of Gujarat. Respondents from different regions of Gujarat, including urban and semi-urban areas, are considered to understand variations in consumer perception and behavior. The study includes consumers from diverse demographic backgrounds such as age, gender, education, occupation, and income groups to obtain comprehensive insights into the effectiveness of subliminal advertising across different consumer segments.

The research scope also includes:

- Studying the awareness level of consumers regarding subliminal advertising.
- Examining the impact of subliminal cues on consumer emotions and subconscious decision-making.
- Analyzing the effectiveness of subliminal advertising in influencing brand recall and brand preference.
- Evaluating the relationship between subliminal advertising and impulsive buying behavior.
- Identifying demographic factors affecting susceptibility toward subliminal advertising.
- Understanding ethical concerns and consumer perceptions regarding hidden advertising techniques.
- Exploring the role of digital media and modern advertising platforms in implementing subliminal advertising strategies.

The study is limited to consumer behavior related to advertising and marketing practices. It does not cover political propaganda, social manipulation, or non-commercial subliminal communication. The research mainly focuses on consumer products and brand-related advertisements rather than industrial or B2B marketing contexts.

Methodologically, the scope includes quantitative analysis based on survey responses collected from consumers across Gujarat. Statistical tools are used to measure relationships between subliminal advertising variables and buying behavior variables. The findings are intended to contribute to the fields of consumer behavior, advertising psychology, and marketing strategy.

The research is significant for academicians, marketers, advertisers, researchers, and policymakers as it provides insights into the practical and ethical implications of subliminal advertising in contemporary marketing environments.

6. Original Contribution by the thesis

The present thesis makes several significant original contributions to the field of advertising and consumer behavior by examining the impact of subliminal advertising on consumer buying behavior within the regional context of Gujarat. While previous studies on subliminal advertising have largely focused on Western markets and laboratory-based experiments, this research

extends the literature by providing empirical insights from an Indian socio-cultural environment, thereby filling an important research gap.

The primary original contribution of this study lies in its contextual focus on Gujarat, a region characterized by diverse consumer segments, rapid urbanization, strong entrepreneurial culture, and increasing exposure to digital media. The study explores how subliminal advertising influences consumers belonging to different demographic, cultural, and socio-economic backgrounds within Gujarat, offering region-specific insights that have been largely absent in prior academic literature.

This study offers some unique contributions:

6.1 Regional Contribution

The study focuses specifically on Gujarat, providing region-specific insights into subliminal advertising and consumer buying behavior, which is largely unexplored in existing literature.

6.2 Indian Context-Based Research

Most previous studies were conducted in Western countries; this research contributes empirical evidence from the Indian consumer market.

6.3 Integration of Multiple Theories

The thesis combines theories of subliminal perception, emotional processing, implicit cognition, and consumer buying behavior into a unified conceptual framework.

6.4 Empirical Investigation

The research examines the actual impact of subliminal advertising on consumer buying behavior through primary data collection and statistical analysis.

6.5 Focus on Emotional Influence

The study identifies how subconscious emotional triggers influence consumer attitudes, brand perception, and purchase intentions.

6.6 Digital Advertising Perspective

The thesis explores the role of subliminal cues in modern digital platforms such as social media, online advertisements, and multimedia content.

6.7 Consumer Behaviour Insights

It provides insights into how subliminal messages affect consumer decision-making, buying patterns, and brand preference.

6.8 Cultural and Demographic Analysis

The research studies the influence of cultural, social, and demographic factors on consumers' responses to subliminal advertising.

6.9 Managerial Implications

The study provides practical recommendations for marketers and advertisers regarding the effective and ethical use of subliminal advertising strategies.

6.10 Academic Contribution

The research fills an important research gap in Indian advertising and consumer psychology literature related to subconscious consumer influence.

6.11 Policy and Regulatory Relevance

The findings may help policymakers and regulatory authorities understand the implications of subliminal advertising in modern media environments.

7. Research Methodology

7.1 Research Design

The present study adopts a **Descriptive Research Design** to systematically examine the effect of subliminal advertising on consumer buying behavior. The descriptive design is appropriate as it helps in identifying, analyzing, and interpreting consumer perceptions, attitudes, emotions, and behavioral responses toward subliminal advertising practices.

7.2 Nature of Study

The study is based on a **Quantitative Research Approach**. Quantitative data is collected to measure and analyze the relationship between subliminal advertising and consumer buying behavior using statistical techniques.

7.3 Data Collection Instrument

Primary data for the study is collected through a **Structured Questionnaire**. The questionnaire consists of close-ended questions designed to capture respondents' opinions, perceptions, emotional responses, and buying behavior related to subliminal advertising.

7.4 Sampling Procedure

The study uses a **Non-Probability Sampling Method** for selecting respondents.

7.5 Sampling Technique

Under non-probability sampling, the **Convenience Sampling Technique** is adopted to collect responses from consumers who are easily accessible and willing to participate in the survey.

7.6 Sample Size

The total sample size of the study comprises **1000 respondents** selected from different demographic backgrounds across Gujarat State.

7.7 Area of the Study

The geographical scope of the research is limited to Gujarat. The study includes respondents from various urban and semi-urban regions of the state.

7.8 Sources of Data

The study is based on both primary and secondary sources of data:

I. Primary Data

- Structured Questionnaire
- Responses collected directly from consumers

II. Secondary Data

- National and International E-Journals
- Research Articles
- Books
- Conference Papers
- Official Websites
- Published Reports and Academic Literature related to subliminal advertising and consumer behavior

7.9 Data Processing Tools

The collected data is processed and analyzed using the following software and statistical tools:

- Microsoft Office (MS Excel)
- Statistical Package for Social Sciences (SPSS)
- Analysis of Moment Structures (AMOS)

7.10 Analytical Tools and Techniques

The following statistical tools and techniques are employed for data analysis:

- Descriptive Statistics
- Kruskal-Wallis Test
- Mann–Whitney U Test (Wilcoxon Rank-Sum Test)
- Structural Equation Modeling (SEM)
- Regression Analysis
- PROCESS Macro Version 4.2 developed by Andrew F. Hayes
- Reliability and Validity Analysis
- Correlation Analysis

These analytical techniques are used to examine relationships among variables, test hypotheses, and determine the influence of subliminal advertising on consumer buying behaviour.

8. Analysis & Results of the Study

The study titled “*Impact of Subliminal Advertising on Consumer Buying Behaviour with Reference to Gujarat State*” found that subliminal advertising has a significant influence on consumer cognition, emotions, advertisement involvement, brand preference, compulsive buying behavior, and purchase intention. The findings revealed that consumers subconsciously process hidden advertising cues, which positively affect their perceptions and buying decisions.

8.1 Descriptive Analysis

The Descriptive Analysis indicated that a majority of respondents agreed that subliminal advertising enhances brand recognition, emotional attachment, and purchase intention. Statistical tests such as Independent Sample t-test and One-Way ANOVA confirmed that demographic variables including gender, age, education, occupation, and income significantly influence consumer responses toward subliminal advertising.

8.2 Reliability Statistics

The reliability of the constructs was measured using **Cronbach’s Alpha**. Cronbach’s Alpha values greater than 0.70 are generally considered acceptable, indicating good internal consistency of the items within each scale. The results are summarized below:

Table 2: Reliability analysis

Construct	Scale Items	Cronbach’s Alpha	Interpretation
Cognition	Cog1 – Cog5	0.728	Acceptable reliability; indicates the items consistently measure cognitive responses to advertising.
Feelings	Feel1 – Feel4	0.714	Acceptable reliability; items reliably capture emotional responses toward advertising.
Advertisement Evaluation	AdE1 – AdE5	0.852	High reliability; respondents consistently evaluated the advertisements across different dimensions.
Advertisement Effect	AdEffe1 – AdEffe5	0.771	Good reliability; items effectively measure the perceived effect of advertisements on consumer behaviour.

Advertisement Involvement	AdIN1 – AdIN5	0.824	High reliability; indicates respondents were consistently able to report their level of involvement with advertisements.
Consumer Emotion	CE1 – CE5	0.931	Excellent reliability; items robustly measure emotional reactions triggered by advertisements.
Compulsive Buying	CB1 – CB5	0.72	Acceptable reliability; items are consistent in assessing compulsive buying tendencies.
Brand Preference	BF1 – BF5	0.912	Excellent reliability; strong internal consistency for brand preference measurement.
Purchase Intention	PI1 – PI4	0.886	High reliability; items reliably capture respondents' intention to purchase.

8.3 Exploratory Factor Analysis (EFA)

The Exploratory Factor Analysis (EFA) validated nine important dimensions of the study, namely cognition, feelings, advertisement evaluation, advertisement effect, advertisement involvement, consumer emotion, compulsive buying, brand preference, and purchase intention.

Table 3: Output of factor analysis

Factor	Items	Factor Loading
Cognition	Cog1	.743
	Cog2	.745
	Cog3	.686
	Cog4	.721
	Cog5	.740
Feelings	Feel1	.662
	Feel2	.734
	Feel3	.742
	Feel4	.749
Advertisement Evaluation	AdE1	.717
	AdE2	.698
	AdE3	.635
	AdE4	.691
	AdE5	.700
Advertisement Effect	AdEffe1	.756
	AdEffe2	.752
	AdEffe3	.778

	AdEffe4	.752
Advertisement Involvement	AdIN1	.674
	AdIN2	.583
	AdIN3	.747
	AdIn4	.628
	AdIn5	.630
Consumer Emotion	CE1	.698
	CE2	.742
	CE3	.615
	CE4	.714
	CE5	.693
Compulsive Buying	CB1	.678
	CB2	.656
	CB3	.752
	CB4	.686
	CB5	.705
Brand Preference	BF1	.710
	BF2	.574
	BF3	.692
	BF4	.666
	BF5	.641
Purchase Intention	PI1	.740
	PI2	.730
	PI3	.786
	PI4	.744

Cognitive Responses include five items in the study with the factors loading value greater than 0.05; Feelings include four items in the study with the factors loading value greater than 0.05; Advertisement Evaluation include five items in the study with the factors loading value greater than 0.05; Advertisement Effectiveness also include five items in the study with the factors loading value greater than 0.05; Advertisement Involvement include five items in the study with the factors loading value greater than 0.05; Consumer emotion include five items in the study with the factors loading value greater than 0.05; Compulsive Buying include five items in the study with the factors loading value greater than 0.05; Brand Preference include five items in the study with the factors loading value greater than 0.05; Purchase Intention include four items in the study with the factors loading value greater than 0.05.

8.4 Structural Equation Modeling (SEM):

Structural Equation Modeling (SEM) is widely recognized as a powerful statistical technique for testing and validating theoretical models (Raykov & Marcoulides, 2000). Structural Equation Modelling (SEM) further established strong positive relationships between subliminal advertising and consumer buying behaviour.

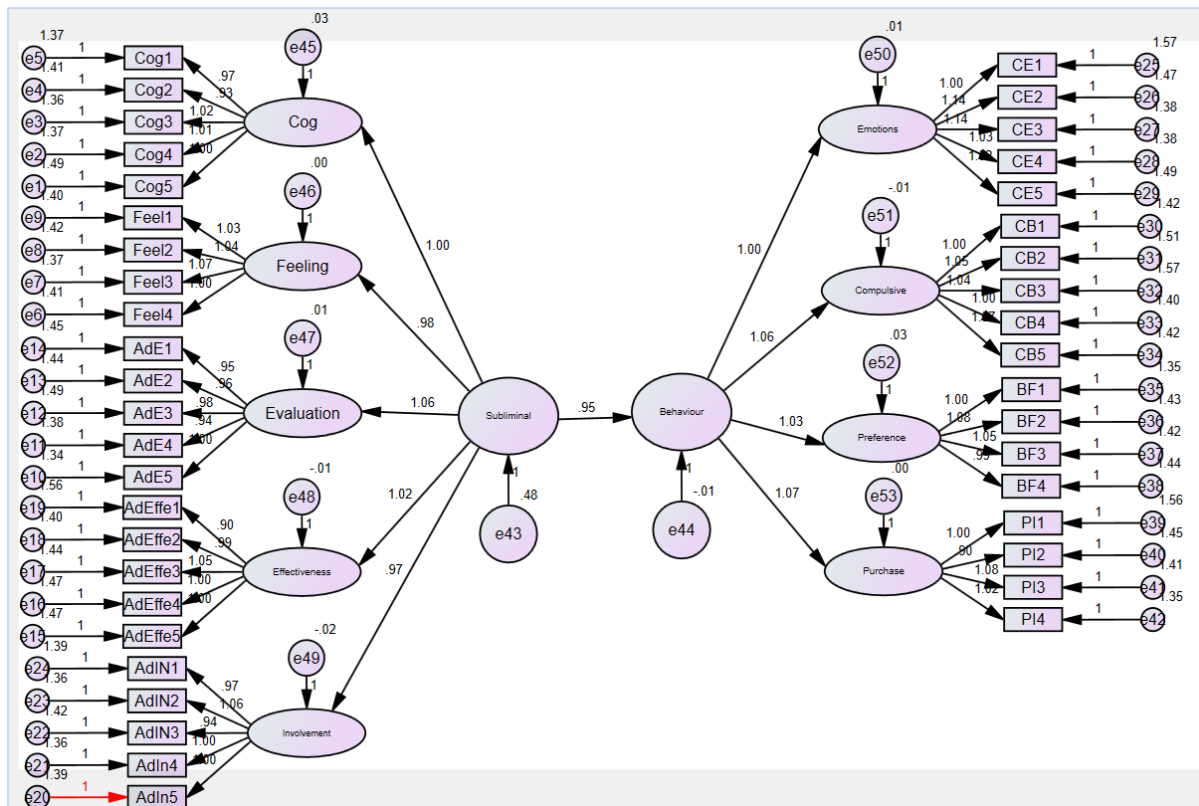


Figure 1: Structural Equation Modeling - AMOS Model Testing:

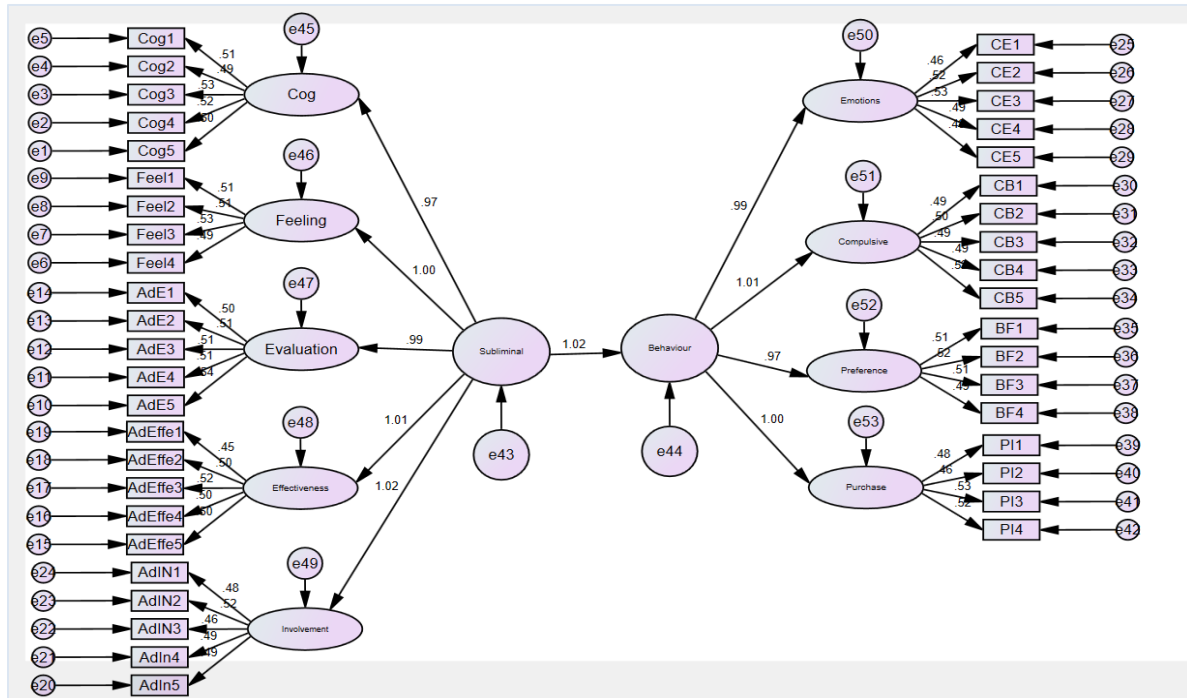


Figure 2: AMOS Model: Standardized Estimates

8.4.1 Model Fit

Table 4: Model Fit Summary

MODEL	NPAR	CMIN	DF	P	CMIN/DF
DEFAULT MODEL	94	1175.801	809	.000	1.453
SATURATED MODEL	903	.000	0		
INDEPENDENCE MODEL	42	10693.658	861	.000	12.420

In the present study on *the effect of subliminal advertising on consumer buying behaviour with reference to Gujarat State*, the CMIN (Chi-square) statistic for the default SEM model is 1175.801 with 809 degrees of freedom and a p-value of .000. The CMIN/DF ratio is 1.453, which is well below the commonly suggested threshold of 3.0 (Carmines & McIver, 1981) and even within the more stringent criterion of ≤ 2.0 (Byrne, 2010). This suggests that the hypothesized structural model demonstrates a good fit to the observed data.

While the significant p-value might traditionally indicate model misfit, it is well established that the Chi-square test is highly sensitive to sample size (Bollen, 1989). With larger samples, even

trivial deviations from perfect fit can produce statistically significant results. Therefore, in SEM practice, researchers often rely more on relative fit indices and CMIN/DF rather than the Chi-square significance alone.

For comparison, the independence model (which assumes no relationships among variables) yielded a CMIN of 10,693.658 with 861 df, producing a very poor fit (CMIN/DF = 12.420). This stark contrast confirms that the hypothesized model fits the data far better than a null model.

Table 5: RMR and GFI fit

MODEL	RMR	GFI	AGFI	PGFI
DEFAULT MODEL	.051	.948	.942	.849
SATURATED MODEL	.000	1.000		
INDEPENDENCE MODEL	.474	.274	.239	.262

In the context of the present study on *the effect of subliminal advertising on consumer buying behavior with reference to Gujarat State*, the **Root Mean Square Residual (RMR)** for the default model is **0.051**, which is below the acceptable threshold of **0.08** (Hu & Bentler, 1999), indicating a low average residual between the observed and predicted correlations. This suggests that the model's predictions are closely aligned with the observed data.

The **Goodness-of-Fit Index (GFI)** is **0.948**, which exceeds the recommended cut-off of **0.90** (Jöreskog & Sörbom, 1984), indicating an excellent overall fit. Similarly, the **Adjusted Goodness-of-Fit Index (AGFI)** is **0.942**, well above the acceptable minimum of **0.90**, demonstrating that even after adjusting for model complexity, the fit remains robust.

The **Parsimony Goodness-of-Fit Index (PGFI)** value of **0.849** reflects a high degree of parsimony, suggesting that the model achieves a strong fit while avoiding unnecessary complexity.

In comparison, the independence model's poor GFI (**0.274**) and AGFI (**0.239**) further reinforce that the hypothesized structural model provides a far better representation of the data.

8.4.2 Hypothesis Testing

Hypotheses Related to Subliminal Advertising Effects

H1: Subliminal advertising has a significant positive effect on consumers' buying behaviour.

H2: Subliminal advertising has a significant positive effect on consumers' cognitive responses.

H3: Subliminal advertising has a significant positive effect on consumers' feelings/affective responses.

H4: Subliminal advertising has a significant positive effect on consumers' evaluation of advertisements.

H5: Subliminal advertising has a significant positive effect on perceived advertisement effectiveness.

H6: Subliminal advertising has a significant positive effect on consumers' advertisement involvement.

Table6: Path Relationship Coefficients

Relationships	Estimate	S.E.	C.R.	P	Hypothesis supported
Subliminal→Behaviour	.946	.081	11.632	***	Supported
Subliminal→Cog	1.000			***	Supported
Subliminal→Feeling	.979	.080	12.255	***	Supported
Subliminal→Evaluation	1.055	.082	12.834	***	Supported
Subliminal→Effectiveness	1.019	.082	12.393	***	Supported
Subliminal→Involvement	.975	.079	12.312	***	Supported

Note: *** Significant at 0.001 level Source: Researchers compiled the output from AMOS.

Table 6 reflects finding of each hypothesis related to effect of Subliminal advertising on Consumers' buying behavior, consumers' feelings/affective responses, consumers' evaluation of advertisements, perceived advertisement effectiveness and consumers' advertisement involvement.

Consumers' buying behavior significantly influenced by Subliminal advertising (Estimate:0.946; CR:11.632; $P<0.001$) with a positive effect; consumers' feelings/affective responses significantly influenced by Subliminal advertising (Estimate:0.979; CR:12.255; $P<0.001$) with a positive effect; consumers' evaluation of advertisements significantly influenced by Subliminal advertising (Estimate:1.055; CR:12.834; $P<0.001$) with a positive effect; perceived advertisement effectiveness significantly influenced by Subliminal advertising (Estimate:1.019; CR:12.312; $P<0.001$) with a positive effect; and consumers' advertisement involvement significantly influenced by Subliminal advertising (Estimate:0.975; CR:12.312; $P<0.001$) with a positive effect.

Hypotheses Related to Buying Behaviour Effects

H7: Buying behavior has a significant positive effect on consumer emotions.

H8: Buying behavior has a significant positive effect on compulsive buying tendencies.

H9: Buying behavior has a significant positive effect on brand preference.

H10: Buying behavior has a significant positive effect on purchase intention.

Buying Behaviour → Consumer Emotions, Compulsive Buying, Brand Preference, Purchase Intention: All paths (ranging from 1.026 to 1.068) are significant, confirming that stronger buying behavior is associated with heightened emotional engagement, increased compulsive buying tendencies, greater brand preference, and stronger purchase intentions.

Subliminal Advertising → Buying Behaviour: The path coefficient (Estimate = 0.946, C.R. = 11.632) indicates a strong positive influence, suggesting that higher exposure or receptivity to subliminal advertising significantly increases consumers' buying behavior tendencies.

The structural equation modeling (SEM) results show a strong and significant influence of subliminal advertising on consumer behavior and related psychological constructs in the Gujarat context. These findings collectively support the theoretical proposition that subliminal advertising not only directly drives buying behavior but also indirectly influences consumer outcomes through intermediate psychological and evaluative processes.

Overall, the study concluded that subliminal advertising acts as a powerful psychological communication tool that significantly shapes consumer perceptions, emotional responses, and behavioral intentions in the context of Gujarat.

9. Achievements with respect to the Objectives

The present study titled *“Impact of Subliminal Advertising on Consumer Buying Behaviour with Reference to Gujarat State”* successfully achieved its stated research objectives through systematic analysis and empirical investigation.

1. The study successfully examined the effect of subliminal advertising on consumer buying behavior and established that subliminal cues significantly influence consumer perceptions, emotions, and purchase intentions.
2. The research effectively identified the role of cognitive responses in subliminal advertising by demonstrating that hidden advertising messages enhance brand recognition, subconscious processing, and consumer awareness toward products and brands.
3. The study successfully analyzed the emotional and affective influence of subliminal advertising and found that subliminal cues generate emotional attachment, curiosity, excitement, and positive consumer engagement with advertisements.
4. The research achieved its objective of evaluating advertisement effectiveness by confirming that subliminal advertising improves advertisement involvement, advertisement evaluation, and overall consumer attention toward marketing communication.
5. The study successfully examined the relationship between subliminal advertising and compulsive buying behavior, revealing that subconscious cues encourage impulsive purchasing tendencies among consumers.
6. The research effectively identified the influence of subliminal advertising on brand preference and purchase intention, indicating that consumers exposed to subliminal cues develop stronger brand inclination and higher buying intention.

7. The study achieved its objective of analyzing demographic differences by confirming that variables such as gender, age, education, occupation, income, and marital status significantly influence consumer responses toward subliminal advertising.
8. The research successfully validated the conceptual framework and research constructs through Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM), confirming the reliability and validity of the study model.
9. The study contributed valuable empirical insights to the fields of consumer behavior, advertising psychology, and marketing communication by establishing that subliminal advertising significantly affects cognitive, emotional, and behavioral dimensions of consumers in Gujarat.
10. Overall, the study successfully fulfilled all research objectives and provided a comprehensive understanding of how subliminal advertising shapes consumer buying behavior at both conscious and subconscious levels.

10. Conclusion

The study concludes that subliminal advertising is a powerful psychological and marketing tool that significantly affects consumer buying behavior at both conscious and subconscious levels. Subliminal cues influence consumers' perceptions, emotions, attitudes, and purchase intentions by creating subtle mental and emotional associations with brands and products.

The research confirms that consumer decision-making is not entirely rational but is strongly influenced by subconscious psychological processes. Subliminal advertising enhances advertisement effectiveness, strengthens brand preference, increases emotional involvement, and encourages impulsive buying behavior.

The findings further indicate that demographic characteristics such as gender, age, education, occupation, and income moderate the influence of subliminal advertising on consumer behavior. Overall, the study establishes that subliminal advertising has a multidimensional impact on consumer cognition, emotional engagement, and behavioral intentions, thereby contributing significantly to advertising effectiveness and modern marketing communication strategies

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