

# The Impact of Subliminal Messages through Music on Consumers' Behavior towards Hyper Stores in Punjab, Pakistan

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## Abstract

This paper aims to investigate the impact of subliminal messages through music in Hyper stores in Punjab, Pakistan and their effect on consumer behavior. Researcher used the music to test the participants of this research with three different conditions; to match the suggestions and subliminal message; the use of suggestion as mismatched with subliminal message; No suggestions for subliminal message. The aim of study was to find out the impact of variables (subliminal messages and the effect of age) on consumer behavior. The study explores the methodology with focuses on evidence from previous literature and empirical studies. Researcher will use explanatory approach with quantitative methods (Regression analyses) to collect and analyze the data. Researcher used questionnaire and survey to measure the participants and to know about subliminal messages, and how they believe on subliminal messages. Population of this study was the consumers of Hyper Stores in Punjab, Pakistan. Major limitations of this study were its context, because it only lies between consumers of Hyper Stores. Progress towards this area has been started, and remains it's a limited factor to describe the findings from this research. In education it's noted to include the Subliminal Messages, consciously or unconsciously, and may use to hinder the originality of students. To induce this type of messages provides the opportunities of redirecting or moving the design and process towards necessary direction. Public realized about the products which contain this types of messages are likely to impact and public try to manipulate by the claims of advertising. The paper extends the new way of manipulating the consumers and divert their mind to enhance the marketing, and previous reviews by its induction of results from a series of empirical studies that have worked in past.

**Keywords:** subliminal messages, consumer behavior, visual subliminal messages and auditory subliminal messages, consumer's age

## 1. Introduction

### 1.1 Why This Research Conduct?

This research designed about the subliminal messages and its impact on one's mind and attitude of individuals and when the reality of messages is not understandable. For this purpose used different elements like self-service in the bookstores, Compact Disk stores, or pop-ups on internet sites contains manipulation for attention-getting phrases, such as "Stop smoking and by listening that kind for an hour a day", "Lose weight or learn a foreign language by listening while you sleep".

### 1.2 Problem Statement

1) "Practice of subliminal messages has increased in Pakistani retail industry to enhance product sale (Heath, 2012). Seducing the subconscious: The psychology of emotional influence in advertising.

2) Which is a controversial marketing strategy (Dixon, 1971). Subliminal perception; the nature of a manipulation (Lindstrom, 2011). Companies use to manipulate our minds and persuade us to buy (Andrew, 2014)".

### 1.3 Logical Reason

In 1950, a highly publicized study regarding subliminal messages by James Vicary came in an add "Drink Coca-Cola & eating popcorn." The purpose was to increase in sales after and during the films on soda box

(Brasel, 2011). Red Bull "gives you wings" for better or for worse. A double-edged psychological influence for the fulfillment of demand of the consumer magazine of the brand Consumers.

#### *1.4 Scientific Reason*

Expanding the market for subliminal self-help audio cassette. These types of courses are published in the most popular magazines, including psychology today, and are sold directly to the post office and in bookshops. Companies that make a profit in this business. In the same year, a turnover of over Joe Land Company, this number in one month (Horien, 2012).

#### *1.5 Significance of the Study*

However, there is little evidence that these guys really work. However, his appeal is huge because they claim to produce to the results with virtually no effort (Wayne, 2010). Is an illusion or distorted subliminal effect? Some items have positive results reported but the authors often these changes as a result of a placebo (Greenwald, 2001).

#### *1.6 Explanation of Variables*

##### *1.6.1 Subliminal Message*

The nature and use of a subliminal message like false but literally, subliminal means below the threshold. However empirical studies regarding subliminal messages have tried to demonstrate the potential for use in therapeutic or scientific areas (Acland, 2012).

##### *1.6.2 Visual Subliminal Messages*

A study exposure of irregular shapes for a short time, or is exposed to two milliseconds, it has been shown, preferences and familiarity judgments discussed above to generate forms regarding subliminal messages (Mandler, 1987).

##### *1.6.3 Auditory Subliminal Messages*

Auditory messages are also couldn't be detected, and the evidence of his presence in audio cassettes, it requires special tools. It is not known if the hearing published rates do not include subliminal self-help or not actually contain such messages because these messages are the human ear. There are four methods of auditory subliminal presentation. The first method is the emerging technology is mainly agree in empirical studies. A second method is to mask the signal with white noise or music. A third method uses the latest advances in digital signal processing techniques (including DSP) and computer technology. DSP computer manipulation has been converted from analog signals, such as sound or image into a digital format (Haroon, 2011).

#### *1.7 Consumer's Behavior*

Alternative products, brands, etc., and how consumers are affected by their environment, peer groups, family and suppliers and so on. The purchasing behavior is affected by subliminal messages. Consumer is the study "processes that when individuals or groups select, purchase, use or sale of products, services, ideas and experience to take to meet the needs and desires" (Solomon, 2003). As part of the marketing, the term "consumer" refers not only to the actual purchase itself, but also the behavior of the overall purchasing activities, including prior to purchase and after purchase. The pre-purchase activity could be the realization of a need or desire. Post-purchase evaluation activities include products purchased in use and accompanied reducing anxiety, which purchased the purchase of expensive products and low frequency. Each has an impact on the acquisition and redemption and sensitive to degrees of influence marketing (Foxall, 2011) variable. Define consumer behavior as "actions that directly involved in the collection, use and disposal of property and financial services, including the decision-making processes which precede the actions and determine". Simple observation is a complex nature, predict and potentially control the behavior of efficient consumer compared to more sophisticated way of subliminal messages (Engel, 2009).

#### *1.8 The Effect of Age*

Previously, it was remained doubtful that it could be an effect of age on the subliminal awareness be. On the effects of age: distributional impacts of development programs in developing countries", found that children aged 6 to 12 were more sensitive (Jerome, 2010).

#### *1.9 Research Questions*

- 1) Do subliminal messages influence the consumer behavior?
- 2) Does consumer's age moderate the relationship between IV and DV?

### 1.10 Research Objectives

- 1) To investigate the impact between subliminal message and consumer behavior.
- 2) To identify the impact of moderator (consumer's age) on the relationship between IV and DV.

### 1.11 Practical Implications

The public should be manipulated via SM and realize that these products contain much affectivity through advertising claims. Most of the companies use these kind of tricks to enhance their sales volume and subliminal messages paved a way for this.

## 2. Research Framework

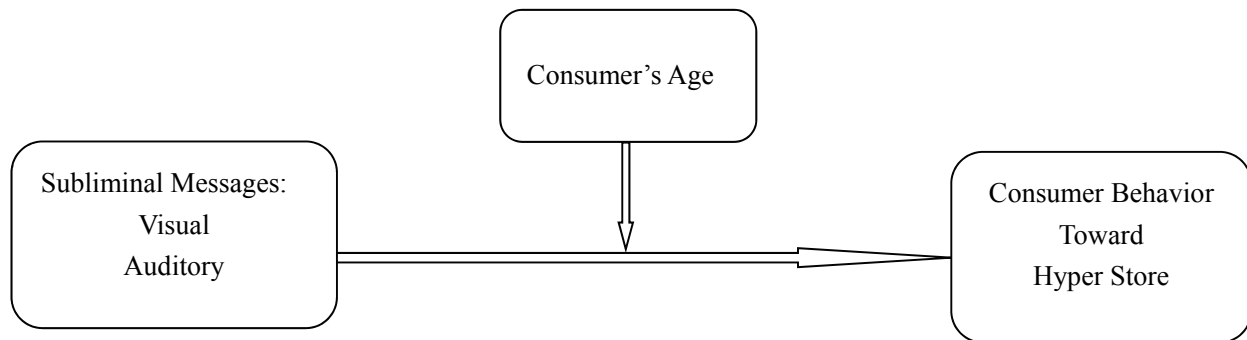


Figure 1.

### 2.1 Hypotheses

- H1: There is a positive impact between subliminal message and consumer behavior.  
 H2: There is a positive impact of moderator (consumer's age) on the relationship between IV and DV.

### 2.2 Research Methodology

Table 1. Hyper store + Graduate school Participants

No	Gender	Quantity	Age ( 18-45)
1	Male	130	18-40
2	Female	70	22-45

Table 2. Hyper store's Participants

No	Gender	Quantity	Age ( 18-45)
1	Male	72	18-40
2	Female	28	22-45

Table 3. Graduate school's Participants

No	Gender	Quantity	Age ( 18-45)
1	Male	58	18-40
2	Female	42	22-45

Sample (N=200) taken and it ranged in age from 18 to 46. The subjects were recruited in Hyper store and Students from Graduate schools prior to the experiment. Out of 200 respondents, 100 were Real (on the spot) Consumers of Hyper stores in Punjab Pakistan, and the rest were students from Graduate schools such as GPGC

Sahiwal, GCUF sub campus Sahiwal and Arid Agriculture sub campus Sahiwal. Among them, 65% were male and 35% were female. The degrees they sought varied from bachelor to masters.

All subjects were conveniently divided into 3 groups: combine (Hyper store + Graduate schools) group (N=200), Hyper store (N=100) and Graduate schools (N=100). See Table 1 for combine data analysis and Table 2 for Hyper store consumers and Table 3 for Graduate schools students.

### 2.3 Research Design

Researcher used experimental design for each group. Subliminal message was the 1<sup>st</sup> and collect answer about the Music, and other was the visual and auditory subliminal messages would increase memory ability. Consumer behavior was the dependent variable toward hyper store and graduate school. Researcher used two experimental groups and a single control group. The experimental groups categorized of Group A and B receiving subliminal message, Group C, the control group, the effect of age.

### 2.4 Measurement

Above tables show the result of variable used in this study. Question was on the basis of dichotomist and used yes and no options. Questionnaire was about the knowledge of participants of and previous knowledge of subliminal messages.

## 3. Findings

### 3.1 Reliability

Table 4. Reliability analysis

Scale	Chronbach's alpha coefficient	Items
Subliminal Messages	0.899	14
Consumer Behavior	0.822	6
Consumers Age	0.828	5

This table shows the result reliability of instrument with Chronbach's alpha values and endogenous variable shows 0.899, and exogenous variables shows (Consumer Behavior) 0.822, with Chronbach's alpha value and moderator variable (Consumers Age) 0.828.

### 3.2 Regression

Below table measure the total impact and variation of data from independent t dependent variables. Table shows the results as Adjusted R is 0.835 and its indicating the variation almost 83% in endogenous variable and its due to change in independent variables. The level of significance is 0.000 which show that the model fitness and as its value is less than 0.05.

Table 5. Multiple-regression of independent variables on consumer's behavior

Independent variables	Standard error	Beta-value	t-value	P
Subliminal Messages	0.011	-0.007	-0.228	0.820
Consumers Age	0.047	0.020	0.523	0.601

Note. N=200, Adjusted R Square = 0.835, overall model significance=0.000 level. Dependent variable-Consumer Behavior.

Above table showing the results and beta value is changing from -0.007 to testing hypothesis value -0.228 and the level of significance is 0.820. Value of beta of moderator variable (Consumers Age) is 0.020 with t value 0.523 and has level of significance is 0.601.

#### 4. Conclusion

Experts disagree about what should subliminal messages be called, and how these effects can be measured experimentally. In fact, research has shown that people massively perceive stimuli and act on them without reporting to conscious stimuli. But whether it is considered true subliminal messages, it is a hotly debated topic.

However, new results tread in new directions that avoid the classic pitfalls of subliminal experience. If you use subliminal messages with an open mind, and be used to accomplish your goals, rather than waiting for you to achieve that support, then you will get fantastic benefits and advantages. It can in a way that does not change with the conscious development methods only staff possible.

In particular, subliminal messages can increase your concentration. It will contribute to a higher degree of concentration and clarity of thought, the special attention in everything you are doing to details. Increase your will and courage it to continue. This will contribute to their persistence and determination. You will recover and still hungry for success grow and determined in finding setbacks succeed.

To further explore the role of subliminal messages, for example, by looking into the distance, this promotes the efficient implementation of the basic psychological needs of followers, and how it corresponds to the frame. Further research questions are: "How do the consumers affected feelings about themselves after they are exposed to a series of announcements." A follow-up study in this report would have in-depth interviews with consumers of all ages and races, in order to determine how they feel about your subliminal messages. What words they use to describe what the hidden messages contemplated? How do you feel compared to the subliminal in these Ads Featured?

Another way forward in this study would be to ask consumers what they feel and what they see happening in the advertising, which fall into the categories used in this study. A consumer is more demanding and questioning that is displayed instead insensitive. There are two schools of thought on advertising. The first is that the advertising reflects what is happening in society, and the other is that advertising is what is happening in society. If this is the case, a consumer could not really stand towards the world of advertising wants passed. However, awareness of issues is the public is necessary, and if the consumer a more active role in understanding what they are selling to play, they still victims of advertiser requirements.

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