

A STUDY ON ETHICAL ISSUES IN SUBLIMINAL MESSAGES IN ADVERTISING: AN INDIAN PERSPECTIVE

Dr K. PRABHAKAR RAJKUMAR
Associate Professor of Commerce
Periyar University, Salem – 636 011

M. PRIYA
Ph.D. Research Scholar
Department of Commerce
Periyar University, Salem – 636 011

Abstract

Advertising industry experts always view for methods through which to develop effective advertising strategies and to persuade consumer's choices. In new techniques, there has been a growing body of subliminal influence research that has demonstrated that subliminal priming has an influence on a consumer's choices and behaviours. Subliminal advertising can play a critical role in attracting the customer to the product or service is examined. Subliminal messaging might raise ethical issues and whether these issues can lead to moral corruption in society. In this study, the examination revolves around three main issues which include: ethics, subliminal advertising and media effects. Ethics basically refers to moral principles which control an individual behaviour with respect to activities carried out. Alternatively, advertising refers to method by which sellers communicate to buyers in the market. This study will look at ethics in subliminal advertising as a way to govern communication between buyers and sellers. In addition, the study examines the effects of media on ethics in subliminal advertising.

Key words: Subliminal message, advertising, sales promotion, etc.

1. Introduction

Advertising is key tool to reach the consumer, through the image and trade mark capital, is credited. Due to that, immediate answers cannot be expected, since it can only be evaluated by the consumer in the long-term as to the solidity and the attractiveness with which it has built a mental product. People possess subliminal knowledge, For example, when they show part of something, some letters of a word, insinuation in certain shapes, special sounds, etc. it is when imagination takes charge of overcoming the conscience threshold and carries out transmission. Subliminal advertising conveys hidden messages of which viewers are not consciously aware. This advertising strategy poses serious ethical issues, particularly because subliminal ads can manipulate consumer behaviour even when consumers aren't making a conscious choice and aren't aware of what they have seen. Advertisers intentionally use subliminal messages may experience a consumer backlash and even could land in legal trouble.