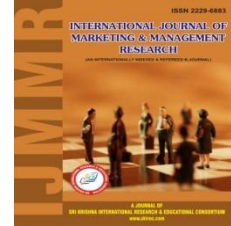




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SUBLIMINAL ADVERTISING: AN INDIAN PERSPECTIVE

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ABSTRACT

Subliminal messages are hidden messages that are made to act on your subconscious mind. They are an attempt to make you think or want something without you even realizing it. These hidden messages can be transmitted by images flashing extremely fast on a screen, in pictures within pictures, in themes, or even in slogans. This paper talks of the impact of the subliminal messages on the buying behavior of the consumer and the increased use of this tool by the marketers to increase the sales of their products.

KEYWORDS: *subliminal messages, persuasion, learned behavior, attention seeking, subliminal advertising.*