

**Influence of Subliminal Messages of Print Advertisements  
on Teenagers' Consumption Behavior**

An Undergraduate Thesis

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The Behavioral Sciences Department

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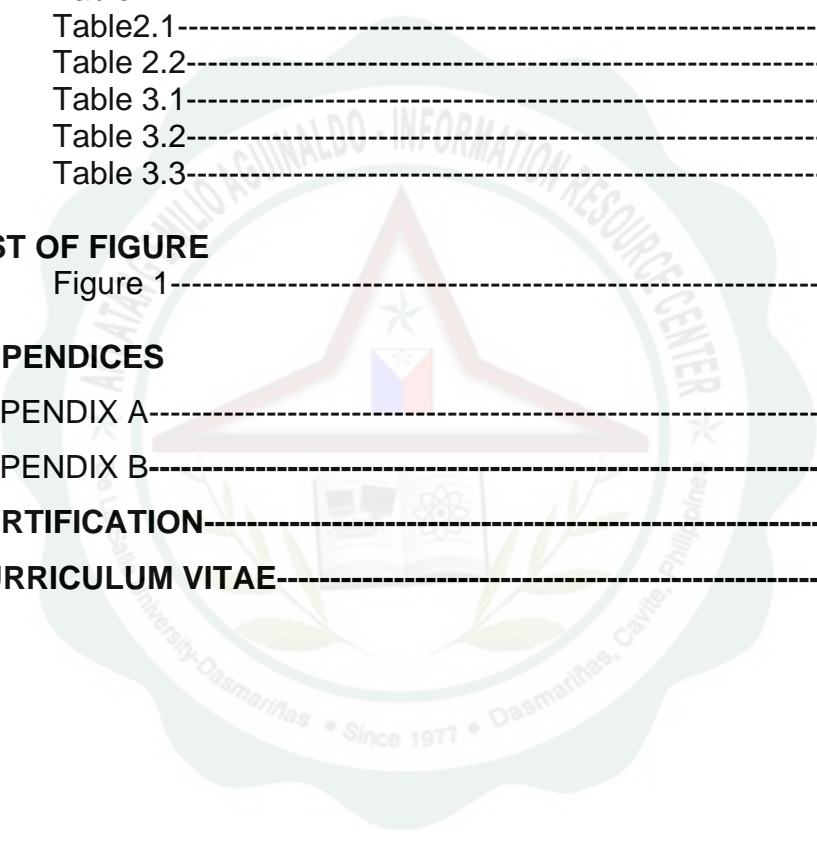
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## ABSTRACT

NAME OF INSTITUTION: De La Salle University – Dasmariñas

ADDRESS: Dasmariñas, Cavite

TITLE: Influence of Subliminal Messages of Print Advertisements on Teenagers' Consumption Behavior

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OBJECTIVES OF THE STUDY:

A. GENERAL:

- 1.) To find out the influence of subliminal messages of print advertisements on teenagers' consumption behavior.

B. SPECIFIC:

- 1.) To determine the subliminal messages on print advertisements according to:
  - a. Drives (thirst, hunger, sex)
  - b. Fear (death, pain, suffering)

- 2.) To find out the perception of teenagers on subliminal messages on print advertisements.
- 3.) To determine the teenagers' consumption behavior.

#### SCOPE AND DELIMITATION:

This study aims to know the influence of subliminal messages on teenagers' consumption behavior. Printed advertisements with subliminal message were used. The effects of subliminal messages on both the consumer and the products were not included in the study. The respondents of the study was limited to teens, 15 -19 years old, studying at De LaSalle University – Dasmariñas.

#### METHODOLOGY:

This study used descriptive research design specifically through survey method. Respondents of the study are 50 teenagers ages 15-19 years old studying at De La Salle University – Dasmariñas which are selected through the use of convenience sampling. The researchers used a researcher-made survey followed by a questionnaire and followed an establish procedure in finding out the influence of subliminal messages on teenagers' consumption behavior.

#### FINDINGS:

This study sought to determine the influence of subliminal messages on teenagers' consumption behavior. The respondents are asked to answer a

researcher-made survey to find out their perception about the advertisement with subliminal message. Subsequently, they were also asked to answer a questionnaire to find out the influence of subliminal message on print advertisements regarding their consumption behavior.

#### CONCLUSION:

A procedure of checking, tallying and interpreting the results was done to determine the influence of subliminal messages on print advertisements on teenager's consumption behavior. Based on the results gathered it is determine that despite the presence of subliminal message on the print advertisement presented to the teenagers it does not somehow influence their consumption behavior because (1) they are not mature enough to easily recognize the subliminal content of such advertisement, (2) they are very selective as to which advertisement they want to see or pay attention to and tend to reject those advertisement that seemed to be not relevant to them, and (3) teenagers prioritized those advertisement that meets their needs, wants and expectations.

#### RECOMMENDATION:

Researchers who wish to conduct the same study should consider the demographic profile of the respondents such as age, gender and civil status. They should try conducting the study to a different set of respondents like an older population or counterparts of gender and civil status used in the study. Also, they may possibly change it to experimental research design to consider the

effectiveness of the subliminal messages on print advertisement on people consumption behavior. The change of behavior cause by the subliminal messages will be seen if it will be done on an experiment. For further studies, they must consider the feedback of all the respondents involved in making a research to capture all the respondents' thoughts and feelings about the advertisement presented to them. Use projective technique to uncover the unconscious mind of the consumers. In-depth observation of the behavior of all respondents is needed to support all the obtained data; in gathering data consider having or doing focus-group discussion to easily capture the reactions of the respondents and to eliminate variables that may affect the study. And lastly, the respondents should choose similar genres of print advertisements to limit the attention of the respondents.

