THE CONCEPT, FEATURES ANDEFFECT OF HIDDEN ADVERTISING

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The given research is devoted to exploring the essence of hidden advertising covering multiple aspects from shallow to deep, coherent interpretation and elaboration of hidden advertising, and derived practical conclusions, including reasons and background for advertising from explicit to hidden, the physiological influence of supraliminal stimuli and subliminal stimuli on the senses of the audience, positive and negative analysis of the concept and its features through supporting cases.

Keywords: Hidden advertising, change, resistance, management.

Introduction

In the past, the advertising field was mainly aimed for direct offering advertisements by choosing the method of physical, direct and easy to follow communication. However, some of the brands were not allowed to announce messages they wanted or could not do what they wanted to do because, most of the time, of the laws and regulations. Companies needed to find a solution to communicate their desired key message to the consumer. The struggling of companies led to the introduction of hidden advertising. It all started in 1957, when the word “eat popcorn & drink Coca Cola” was spotted in the cinema. The result of adding this text didn’t happen right away, but it took a decent amount of time to shape consumer’s behavior. (Love, 2011) Nowadays, we are living in the Digital era of advertising. It has been developed to play with the emotional level of the consumers. It plays with humans 5 senses, opening music or even creating a scent to advertise the brands. The hidden communication can shape consumer’s thought and guide their behavior to lead them to the brand more easily because it plays with consumer’s emotion. (Bruus, 2019)

Literature Review

Subliminal Advertising is the advertising that uses images and sounds that the conscious mind is not aware of, in order to influence people and make them attracted to a product. (Cambridge University Press, n.a.)

There are 2 kinds of stimulus:
1. supraliminal stimuli are above the level of perception of average human can perceive consciously;
2. subliminal stimuli are under the level of perception of the average human can perceive consciously.

Subliminal stimuli can be noticed, if a person actually looks and is aware of it. People can see, hear, taste, smell, feel this type of subliminal stimuli; however, they are so subtle that people might not pay attention to it ‘consciously’.
Both supraliminal stimuli and subliminal stimuli have influence on subconscious mind. However, subliminal messages have only impact on subconscious influence; while the supraliminal messages have both impact on conscious mind and subconscious mind.

Subliminal advertising; therefore, involves both what your senses can perceive consciously or subconsciously (Nicky LaMarco, October 2018). The key idea for this type of advertising is to pass the message to the consumer's subconscious mind and possibly directly influence the consumer to do as perceived from the messages hidden in the advertisement.

Subliminal messages or hidden messages were designed to pass below human’s regular perception. The conscious mind would not notice this, but the subconscious mind does, or might be an image transmitted briefly and unperceived consciously and yet perceived unconsciously. (Phillip Merikle, n.a.)

Types of Subliminal Messages are:
- Subvisual Messages are quick flashing of the visual cues
- Subaudible Messages are audio cues inserted in audio messages
- Backmasked Message is the practice of recording an audio message backward to play it forward and disguise the message within.

Sexual cues are often used because humans are attracted and associated by it.

Subliminal messaging in advertising. This concept was first introduced by James Vickery, and later by Vance Packard in 1952 book The Hidden Persuaders.

The psychologist James Vicary tried out an experiment in which he flashed certain images in front of moviegoers at a rapid rate. He then claimed that the sales of ‘Popcorn’ had increased by 50%. Though he admitted later that the experiment was actually a fraud.

Hidden Persuaders is the book that claimed the sales of ‘Popcorn and Coca-Cola’ at movie theatres were increased. However, Vance Packard admitted later that the result was fabricated.

Subliminal Seduction, another book in 1973, mentioned that subliminal technique is used widely, as a consequence, many people were worried and the Federal Communications Commission declared that subliminal advertising is contrary to the public interest as it contains intentional deception to the public.

Many studies have been done to prove this subliminal perception concept. For instance, one study confirmed that anaesthetized patients who are completely asleep perceive information while they are unconscious; thus, it is possible to perceive information without actual awareness. Another study found that patients with blindsight syndrome receive information within their visual field; though patients believe this area has been damaged.

As no studies can confirm the impact of subliminal messages, subliminal messages have potential to impact the perception and influence clients. Consequently, this technique is still used by companies until now.

The Research Goal, Objectives

The main research goal is to understand the benefits of hidden advertising and use this marketing technique effectively in the real business environment.

The objectives of this research are:
1. To develop a better understanding of hidden advertising;
2. To deeply examine into impact of hidden advertising;
3. To study and explore into hidden advertising and the effects it has on consumers.
Methods Of Research

Methods of research are comparative and systematic analyses, causes and consequences analysis, and expert assessment.

Key Research Findings

Looking through the perspective of positive impact of hidden advertising, towards the company, it:

- Can avoid some of the Regulations and Laws
- Can communicate a forbidden message legally by finding lawholes.
- Reduce cost
- Grabs more attention

Towards the consumers:
- Sometimes easier to understand
- Create more engagement
- Longer Brand Remembrance
- Boost Emotions

If to consider the case of Malboro company, so many years, Marlboro, Tobacco company, is sponsoring the famous F1 car brand team, Ferrari. Unfortunately, in 2007, the F1 board decided to ban tobacco products and brands on F1 cars. Marlboro and other tobacco companies were frustrated by this decision. Luckily, the brand came up with an idea of barcode which had the same length of the brand’s logo and when F1 car was on the race, it was driven very fast, so the barcode became the brand’s logo in a short amount of time. (Kuang, 2010). The consumers saw the barcode and guess what, they got the message of the brand. Marlboro did a good advertising and didn’t get any fine because they had fitted right into the rules hole.

Looking through the perspective of negative impact of hidden advertising, towards the company, it is:
- Negative reputation; via social media or word of mouth
- Consumers will sue the company for the damages
- Federal Trade Commission could investigate the ad to see if it is in any violation of any laws.
- The company can receive cease or desist order from the FTC
- If the company is caught for advertising falsely, then the company could lose a lot of money. Such as fine, legal fees, settlement money
- Companies could lose the trust of the customers.

Towards the consumers:
- Consumers will end up making an uninformed decision.
- Manipulative
- Consumers will be wasting money on the wrong items which don’t even meet their needs.
- Damaging relationships with the customers in the long run.
- Hiding facts in the ads will ultimately come back to the consumers when they are aware of it. Such as: health risks.
If taking into consideration of KFC is trying to step up their game as well by launching their hidden ads of KFC 99c Burger with 1$USD bill. Whoever finds the second that a 1$ bill appears on the ads gets a free burger. It had a lot of negative impact on this ad because of a lot of reasons. The ad isn’t well thought, sloppy, too obvious on playing with human’s senses. It doesn’t play with the emotional or unconsciousness of the consumers, just only when you see a bill, you get a free meal.

*What Are the Differences Between Persuasive & Misleading Advertisements?* Good advertisements are often persuasive as they lead customers to make the purchase decision. However, there are small boundaries between persuasive and misleading which could happen on advertisement. Therefore, to understand the advertisement better, the differences between persuasive and misleading advertisement needed to be clarified (Table 1).

**Table 1 - Differences Between Persuasive & Misleading Advertisement**

<table>
<thead>
<tr>
<th></th>
<th>Persuasive Advertisement</th>
<th>Misleading Advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotion</td>
<td>Touch the heart of the consumers or evoke other sensory such as hunger</td>
<td>Use the emotion angle but overpromise of what the product can actually deliver</td>
</tr>
<tr>
<td>Intent</td>
<td>Intend to convince the consumer to buy the product based on the claims of the advertiser</td>
<td>Intend to falsify information to mislead the consumer, this can be counted as fraudulent</td>
</tr>
<tr>
<td>Legality</td>
<td>The claims can be verifiable</td>
<td>The Federal Trade Commission consider it illegal, the ads must be stopped broadcasting</td>
</tr>
<tr>
<td>Appearance</td>
<td>Present facts and convince consumers with these facts and its truth</td>
<td>Authoritative articles on a product. &quot;Advertisement&quot; will be marked to prevent it from misleading consumers</td>
</tr>
</tbody>
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*Does Subliminal Marketing Really Make Sense? Does Subliminal Marketing Work?*

Hidden advertising has been around for decades, but subconscious advertising has always played a controversial role in the advertising world. Some researchers believe that it is ubiquitous and far-reaching, while others point out that it is not real or not too More practical significance. Based on this fact, there is still scientific debate about the effectiveness of subconscious advertising.

Those who have a positive attitude towards hidden ads consider this to be a wide-ranging form of advertising, inserting subtle messages into other standard ads and believe that this subtle information will affect consumer behaviour, and consumption People do n’t know they ‘ve seen it. A study by London University College found that people are particularly vulnerable to negative subconscious information, especially in the field of cosmetics for women. A study conducted in the Journal found that subliminal advertising can temporarily change thinking patterns, but does not prompt audiences to change behaviour (Van Thompson, 2020)
So no one knows whether subliminal advertising works or not. It's very difficult to perform a study of its effects on, say, consumers and their buying decisions. Part of the reason is that it has been banned by the FTC. There are studies here and there that have drawn varying conclusions on the subject, but nothing is conclusive and the psychological community does not agree on the subject. The FTC itself didn't ban subliminal advertising because it thought hidden messages in advertising were effective; rather, it considered this type of ad to be a highly deceptive kind of advertising and against the principles of the Bureau of Consumer Protection.

Discussion

Is Subliminal Advertising Ethical or Not?

To understand this discussion whether Subliminal advertising is ethical or not, it is necessary to understand the impacts of hidden advertising on consumers, its safety and values, legal issues and its effectiveness.

What subliminal advertising does is it conveys the hidden messages of which viewers are not consciously aware. (Van Thompson, 2020) Thus this can be portrayed as a serious ethical issue because this type of ads manipulates consumer behavior while the consumers are not aware of it.

While the ads are meant to inform the users about the product benefits, about the competing products and other such information. Subliminal ads don't work that way, where as, it totally chucks out the idea about the products and removes choice from the consumers. For example, a woman who sees a subliminal ad for mascara is not buying the product because of the benefits, price or how it makes her look. Instead, she is buying the product which was triggered by the hidden advertising that made the user believe that if without mascara the user might be harmed or it will improve her life.

In terms of safety and values, subliminal advertising can have a negative impact. For instance, the tobacco industry. Advertisers can input messages for this kind of ads by creating an impression for children that smoking is cool and safe. Thus, this can influence a consumer's values, promote unethical behaviors and increase consumers' desire to engage in unhealthy and risky practice.

Furthermore, there are no specific laws that state that subliminal advertising is banned. However, a lot of the states have tried to outlaw the practice. The consumers can sue the advertisers when and if they believe that they are harmed by the advertisement. The law requires the marketers to be truthful in the ads and if not succeeded then the marketers will be fined. (Van Thompson, 2020)

Lastly, the effectiveness of subliminal ads has been an ongoing debate among psychologists and advertising experts. In conclusion, even if this type of ads works or doesn’t work, the problem that rises through this type of ad is that the advertisers trying to control consumer behavior is perceived unethical.

Conclusion

To sum up, according to the research:

1. Emerging background: Limited by the high cost of media, it is the norm for advertising behavior to selectively disclose information that is beneficial to one's own
company when advertising is used to illustrate the advantages of its products. However, with the development of marketing methods obtaining the merchandise or promotional benefits of certain activities involves some conditions, restrictions, or burdens. This kind of advertisement, which does not fully inform all the conditions, restrictions, or burdens of the event, is called a hidden advertisement.

In this regard, positive views believe that this is a necessary means for the advertising industry in the new era to shape consumer thinking and guide their behavior through the five senses of human beings, and promote audience consumption; negative views believe that this is a short-term and easy Forgotten and generally unavailable forms of advertising, and when the information not revealed by hidden advertising is sufficient to influence consumers to take different transaction behaviors, and even affect the market competition situation, there will be suspicions of breaking the law.

2. The research purpose: To better understand the hidden advertising itself and its impact on consumers, and explore the effective use of this marketing technology in actual business environments.

3. The study discovers: after a large amount of data collection and collation, the researchers found that the emergence of hidden ads is closely related to the development of the times (including technical means, market research, audience needs, legal regulations, etc.) and is in line with certain human physical and psychological Attributes. In addition, according to research results, hidden ads have positive and negative effects on companies and audiences, respectively:

Positive influence: towards company: Mainly to help reduce costs, circumvent laws, and increase the impact of advertising content. Towards users: easier to understand, deepen memory, and stimulate certain emotions.

Negative impacts: towards company: Mainly about consumer trust and the potential to trigger relevant laws. Towards users: Having a certain degree of control over users will cause them to act irrationally, which may have an impact on user relationships in the long run.

4. The practical significance of the research results: The effectiveness of subconscious advertising has always been a topic of constant discussion among psychology and marketing researchers. There is no universally accepted researches enough to make a final conclusion on hidden advertising. The only thing that can be done is what is certain is that advertisements that attempt to control consumer behavior through subconscious control are considered having the possibility of violating market laws. The relevant participants can flexibly choose whether to use hidden advertising in the market according to their own and local conditions.

References


**THE DEVELOPMENT OF THE INFORMATION SYSTEM FOR TEACHING AND LEARNING SERVICES FOR GENERAL EDUCATION COURSE**

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The objective of this study is to 1) study the problem of One Stop Service information of the Office of General Education and Electronic Learning Innovation. Suan Sunandha Rajabhat University, 2) find ways to develop the One Stop Service more efficiency, and 3) apply the research results to propose the method to develop the One Stop Service to be more effective. In which the research was descriptive research by 1) using the knowledge management process to analyze the content from the information meeting of the One Stop Service development of the General Education Office, and 2) interviewing the academic support personnel performing the duties of the One Stop Service. The sample consisted of 19 personnel from 4 department consisted of education service, administrative, student affairs and art and culture, and planning and quality assurance. The results found that the problem of information service at One Stop Service was the lack of staff information service. The problem analysis therefore has guidelines for the development of the online One Stop Service system to support student services more efficiency.

**Keywords:** General Education, Information System, One Stop Service, Teaching and Learning Service