EFFECTIVENESS OF THE EXPERIMENTER INDUCED FACTORS WITH BRAND EXPERIENCE LEVEL ON DETERMINATION OF THE SUBLIMINAL UNDERSTANDING: UNILEVER LOGO IS A CONCEPT

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Abstract
Using of subliminal ideas in advertisements is the fashion today and mostly erotica values are used in advertisements. Popularly, many advertisers are using hidden values in the advertisements which attract and make them hold the brand images in the subconscious mind of the viewers. Many leading brands sensibly constructed their logos, particularly, Unilever, which is one among the leading logos in the world. The aim of the study is to identify the impact of experimenter induced factors with the brand experience level of determination of the subliminal understanding of the respondents. The Unilever logo is a concept and which comprises 25 icons which expressing of not only the different goods manufacturing under the brand and also the values are associated with the society. The understanding of logo values is measured in terms of subliminal techniques. The The subliminal values are measured in terms of reminisce aptitude of the respondents who are able to identify the hidden value in the form of icons in the logo of Unilever brand. These are detection of icons, identification of icons' location, matching of icons with products and matching of icons with values. The interview schedule is a tool which measures the subliminal process of the respondents. The study conducted in Chennai city, Tamil Nadu, India. 200 male and female respondents were used. The experimentally induced factors improved the understanding level of the subliminal values at different levels comparatively equal among the male and female respondents. But, in the subliminal process, female respondents found more items than male respondents. The vast and meager differences were identified within the different level of experienced male and female respondents respectively. At the same time, the differences were identified among the male and female respondents' understanding level of subliminal values. The increased level of respondents' experience with the brand was reduced the difference in and increased the understanding level of subliminal values for both types of the respondents. Hence, the experience with the brand of the respondents influenced them to understand the hidden value in the logo.

Introduction
Generally, the nature of understanding is based on the quality of experience put on any kind of subject; especially, the act of observation inducing the viewer's attention subsequently depends on the level of earlier experience with the subject. The subconscious perceptions are called

subliminal references. Subliminal communications are influencing the mind indirectly and are helping it to realize the values of the subjects in another context.

Using of subliminal ideas in advertisements is the fashion today and mostly erotica values are used in advertisements. Popularly, many advertisers are using hidden values in the advertisements which attract and make them hold the brand images in the subconscious mind of the viewers. In India, many advertisers are using the social values in the subliminal formation. The concept of subliminal understanding was introduced in the book, titled, "The Hidden Persuaders" by Mr. Vance Packard in 1957. This book proved how the subliminal issues increased the sales of Coca-Cola and Popcorn in the movie theatres. Later, much research justified that the conscious action may be the cause of unconscious understanding.

Conceptual Development: Subconscious understanding is an intellectual inspection, which helps to evaluate the uniqueness in any kind of the subject. Even the wobbly theory, when it is pronounced appropriately in a literal manner frequently the subconscious mind understands it in a steady manner. For instance, in India, a cinema hero, even if he is an anti hero in his real life is being accepted as a real life hero, the reason being that, he is only doing (acting) good characters on screen. When the mind frequently observed the good things in cinema, even though it is merely acting, the subconscious mind assumes that the hero never does bad things in his real life. Likewise, effectively constructed logos are sustaining the brand image in the right sense, even if they have displeased personality of the products. On many occasions, the very attractive logo can convince the consumers to buy the products. Hence, logos are effective communicators of the brand and are energy gear, which speed up the reaching level of the brand in the minds of the consumers. That is why; many brands are constructing their logos evocatively. Once the logos are reaching the minds of people suitably, it builds the brand image in a constructive manner.

Aim of the Study

While approaching with the assumption that generally, people do not customarily observe the logo and verify the brand related information when they buy or use the products in India. That is why many leading brands sensibly constructed their logos, particularly, Unilever, which is one among the leading logos in the world.

The Unilever brand is promoting their logo not only printing the logo on the packaging of products, but also in the Television advertisements too. Uniquely the logo appears at the end part of every product's advertisement in the TV at left corner of the frame and in addition exclusively an advertisement highlighting the uniqueness of the logo in the form of social awareness. In this advertisement, every icon in the logo is individually presented and in what way these icons are located and formed a logo is clearly projected. This may be one of the reasons for the viewer's familiarity with the logo (reference in Picture 1).

Picture1. Unilever Brand Logo Promotion in Television Advertisings

When people are able to identify the shape of the logo, understanding the reaching level of logo's values in the minds of people according to their experience level with the brand is the aim of the research work. It will help the brand to understand the buyers' cum viewers' recognition level about the logo. This may support the brand to fine-tuning of the logo appropriately. At this juncture, the researcher wants to answer the following questions.

1.   Do the experimenter induced factors improve the subliminal understanding about the logo?

2.   Does the experience claim any advantages in understanding the subliminal values?

3.   Do male and female respondents differ in the understanding level of subliminal values?

Unilever Brand and Logo

Unilever brand was very successful in the past 50 years of its journey and has 400 brands. The brand of Unilever is mingling with each routine moment of people in India. The morning mood of the people is starting with the brands of Close Up (Toothpaste), 3 Roses, Taj Mahal (Tea) and Bru (Coffee). The daily bath is engaged with Hamam, Lifebouy and Knorr (Bath soaps), Sunsilk (Hair shampoo). The breakfast items, like, Kissan and Modern bread (Jam and Bread) make the morning time easier. The beauty products, namely, Lakme, (Makeup sets) Ponds (Talcum powder) and Fair & Lovely (Fairness cream) are occupying a unique position among the female. The all age groups liking items, such as ice creams (Kwality walls and Magnum) are also manufactured under the brand. The maleness products like hair gel and shaving cream (Bryl cream and Denim) played a predominant role among the male. The Hair oil and Deodorant for male and female (Indulekha, Axe and Rexona) are leading brands. An Ayurvedic health care product (Lever Ayush) and Skin care lotion (Vaseline) also attract the people. The hand wash liquid (Lifebouy liquid), washing detergent powder (Surf excel), fresh fabric conditioner (Comfort), Dishwash (Vim soap and liquid), surface and toilet cleaner (Cif and Domex) and water purifier (Pure it) are frequently people connected brands. The dinner fined with Annapurna salt

and Atta is another item. Hence, the people are on all occasion connecting with Unilever brand. And the unique appearance of logo comprises 25 icons which highlight the social values through the nature of the products manufactured under the brand. The present logo of Unilever brand was developed by 15 years earlier. The icons formation and nature are described below.

Table 1: Symbol, Name, Values and Products of the Icons

No	Icon's Symbol	Icon's Name	Icon's reference Products	Icon's reference Values
1		Sun	Surf Excel (Washing power)	Benefit of the products to the society
2		Hand	Vaseline (Moisturizer)	Care and need.
3		Sauces	Kissan (Fruits Jam)	Combination of tastes.
4		Bowl	Lipton (Green tea)	Ready meal, hot drinks and soup.
5		Bee	Marmite (Honey)	Sustaining the natural values.
6		Flower	Axe (Body spray)	Beauty care products.
7		Spoon	Salt	Healthy diet, nutrition, tasting and cooking.
8		Spice & Flavors	Knorr (Soup)	Versatile spices.
9		Fish	Bru natural blend (Coffee)	Sea and clean water.
10		Sparkle	Vim (Dish washer)	Health and hygienic life
11		Lips	Lakme (Personal care products)	Beauty, looking good and tasteful.
12		Bird	Dove soap	Happiness and freeness.
13		Recycle	Domex (Floor and toilet cleaner)	Ensure to defend the environment and commitment to sustainability of nature.
14		Particles	Cif (All purpose cleaner)	Science bubbles and fizz.
15		Liquid	Pure it water (Water purifier)	Fresh breath they leave behind
16		Heart	Brooke bond Red Label tea	Love and healthy life.
17		Wave	Liril (Toilet soap)	Blossom and purity.
18		DNA	Lever Ayush (Personal care products)	Natural science and healthy life.

19		Clothes	Comfort (Fabric conditioner)	Fresh laundry.
20		Palm Tree	Hamam (Toilet soap)	Paradise.
21		Ice Cream	Kwality Walls (Ice cream)	Enjoyments, treat and a pleasure.
22		Hair	Sunsilk (Hair shampoo)	Beauty and good look
23		Container	Elle 18 (Face powder)	Personal care.
24		Tea	3 Roses Tea	Farming, growing and plantations.
25		Frozen	Ponds (Face wash)	Transformation, freeze and freshness.

1. Heart – Brooke bond Red Label

2. Hand – Vaseline

3. Sparkle – Vim Dish washer

4. Clothes – Comfort

5. Frozen – Ponds face wash

6. Bee – Marmite Honey

7. Sauces – Kissan Jam

8. Bowl – Lipton Green tea

9. Flower – Axe body spray

10. Bird – Dove

11. Lips – Lakme

12. Liquid – Pure it water

13. Wave – Liril soap

14. Spice & Flavours – Knorr

15. Ice-cream – Kwality Walls

16. Spoon – Salt

17. Fish – Bru natural blend

18. DNA – Lever Ayush

19. Palm tree – Hamam

20. Recycle – Domex

21. Particles – Cif

22. Hair – Sunsilk

23. Sun – Surf Excel

24. Tea – 3 Roses Tea

25. Container – Elle 18

6. Bee – Marmite Honey

7. Sauces – Kissan Jam

8. Bowl – Lipton Green tea

9. Flower – Axe body spray

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24. Tea – 3 Roses Tea

25. Container – Elle 18

Source: https://infotrillion.com/unilever-logo-design/

Methodology:

Assumption: Subconscious verification is one of the methods which bring out the real understanding about any reference concept. Here, the researcher adopted the subliminal understanding technique to verify the understanding level of the Unilever logo with experience. To prove this idea, certain assumption is necessary. When people have lesser attitude to observe the features of the brand values while buying and using the brand and if they are given a specific opportunity to notice, the logo frequently, that will improve the understanding level to the some extent.

Experiment Process of Subliminal Understanding: The understanding of logo values is measured in terms of subliminal techniques. The subliminal values are measured in terms of reminisce aptitude of the respondents who are able to identify the hidden value in the form of icons in the logo of Unilever brand. These are detection of icons, identification of icons' location, matching of icons with products and matching of icons with values. The interview schedule is a tool which measures the subliminal process of the respondents. The interview schedule has 3 divisions: the first schedule deals with the personal details of the respondents, including their years of experience with the brand. Second division, brings out the level of proficiency about the logo; here, similar shape (U) of 4 logos which encompass different misplaced icons are given in

the printed form and out of these, one logo will encompass icons in the exact place. The respondents are asked to find out the right one. The respondents who rightly pointed out are allowed to proceed to participate in the third division. The third one is to test the respondents' ability to identify the hidden icons (massages) in the logo in the right sense. The third division has four sub-divisions and each division has 25 options and each option has one score, so that, the 100 options in the overall four divisions will have 100 scores. The first sub-division consists of printed forms of thirty icons and twenty five related to Unilever brand. The respondents are asked to identify the correct icons. This test shows the respondents' familiarity with the icons. In the second division, the respondents are asked to identify the right location of icons in the logo approximately. This test brings out the realization value of respondents about the logo. In the third division, twenty five icon symbols and related names of the products are given in the shuffled printed form and respondents are asked to match it again correctly. This test conforms the respondents' familiarity of the icons to the products. In the final division, twenty five icon symbols and related brand values are given in shuffled form and respondents are asked to match it correctly. This test conforms to the respondents' familiarity with brand values with icons.

The study area is Chennai and is a cosmopolitan city cum capital of Tamil Nadu. Here, different states people are living and they have different culture, attitude and socioeconomic status. The six apartments were identified with well developed three areas in Chennai city, namely, Adyar, Anna Nagar and T.Nagar conveniently. The 100 male and 100 female respondents living in the apartments have the ability to identify that the "U" shape is the logo of the Unilever brand even at their first sight (printed poster given to them) and conformed about their normal level understanding about the nature of logo formation were selected conveniently. The maximum size of color printed logo posters which expose all the icons inside the logo with its name, values and relevant products are clearly stacked on the wall with upper part of the television set in the main hall of the respondent's house, and in the main locations in the apartments like car parking areas, inside the lift machine and calling bell place (visual size). At this stage the respondents are not instructed anything specifically and are allowed to realize the logo in 21 days casually. After 21 days the respondents are meeting and get their opinions individually. That process is completed within 7 days. The subliminal process is measured through the descriptive statistical method based on the score secured by the respondents.

Results:

According to the respondent's overall experience with the brand, the 25 male respondents in each four groups, namely, below 5 years, 5 to 10 years, 10 to 15 years and above 15 years were selected conveniently. The details of 100 male respondents' understanding level of the subliminal characters in the logo are given below.

Table 1
Experience wise male respondents' understanding process of the subliminal values

Detection of icons (25 items)				Identification of icons location (25 items)				Matching of icons with products (25 items)				Matching of icons with values (25 items)			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
6	7	8	16	4	6	3	10	6	5	5	13	1	2	5	15

12	12	12	12	6	8	9	9	6	3	7	10	4	3	9	11
7	5	17	7	3	2	7	5	2	2	11	5	1	3	13	6
5	8	8	8	2	4	5	5	0	3	4	3	0	2	6	5
9	11	15	11	6	6	8	14	4	7	6	11	2	4	7	12
6	9	13	14	3	7	10	9	2	8	9	6	2	7	8	7
7	13	11	19	4	10	5	11	2	9	8	9	1	6	9	11
4	4	14	9	2	3	6	7	0	4	8	4	1	2	9	3
2	16	7	15	1	9	8	10	1	9	2	8	0	8	6	6
11	12	15	9	5	7	7	5	3	4	6	8	3	2	8	6
8	14	14	10	6	7	9	8	4	5	6	5	3	4	9	6
16	8	13	14	9	4	4	11	7	6	7	9	5	3	5	8
3	2	12	15	1	0	8	11	1	1	6	7	0	0	4	7
4	13	16	9	0	7	9	6	1	3	8	7	0	2	11	3
9	17	15	12	5	8	7	8	3	9	11	7	2	9	6	6
10	6	11	19	7	4	7	11	2	3	5	9	4	3	6	10
7	9	4	17	3	7	1	12	2	4	0	9	2	6	2	12
3	12	12	4	0	8	7	4	1	6	5	2	0	5	7	0
9	15	9	19	5	9	2	12	4	4	6	8	1	5	3	6
6	9	14	8	4	6	8	4	2	4	5	4	0	2	4	4
5	14	15	7	3	7	7	6	1	9	5	4	1	4	8	3
8	8	17	12	6	8	9	8	1	4	5	9	1	5	6	10
4	8	15	14	1	6	10	9	0	4	9	7	0	4	8	6
9	16	9	13	4	11	5	7	2	10	6	8	1	12	5	9
7	13	12	16	4	7	8	6	2	10	8	8	0	9	7	9
1 - 0 to 5 years				2- 5 to10 years				3 - 10 to 15 years				4 - <15 years			

The overall 100 male respondents' understanding process was identified through the descriptive statistical method based on the score secured by respondents in each stage. Through the percentile values, the respondents' understanding level of the subliminal values is classified into 4 categories, namely, low, normal, moderate and high. If the respondents' understanding level lying between 0-25, 26-50, 51-75 and 76-100, they fit into first, second, third and fourth categories respectively.

Table 2: Experience wise Percentile Classification

	Experience in Years	0-5	5-10	10–15	< 15
	Mean	3.6500	6.7000	8.0600	8.7800
	Std. Deviation	2.03485	2.66829	2.22355	2.88704
Percentiles	25	1.7500	5.1250	6.7500	6.0000
	50	3.5000	6.5000	8.7500	9.2500
	75	5.0000	8.3750	9.3750	10.8750

Table 3: Experience wise Percentile Score Classification

0-5 Years					5 – 10 Years					10 – 15 Years					Above 15 years				
A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E
1.0	2	8	8	8	0.7	1	4	4	4	1.7	1	4	4	4	2.5	1	4	4	4

0				5				5				0			
1.25	3	12	12	20	3.00	1	4	4	8	5.00	1	4	4	8	5.00	2	8	8	12
1.75	2	8	8	28	3.25	1	4	4	12	5.25	1	4	4	12	5.25	1	4	4	16
2.50	1	4	4	32	4.00	1	4	4	16	5.75	2	8	8	20	5.75	2	8	8	24
3.00	1	4	4	36	4.25	1	4	4	20	6.25	1	4	4	24	6.25	1	4	4	28
3.25	3	12	12	48	5.00	1	4	4	24	7.25	2	8	8	32	7.00	1	4	4	32
3.50	2	8	8	56	5.25	2	8	8	32	7.50	1	4	4	36	7.25	1	4	4	36
4.00	2	8	8	64	5.50	1	4	4	36	7.75	2	8	8	44	8.25	1	4	4	40
4.25	1	4	4	68	6.25	3	12	12	48	8.25	1	4	4	48	9.00	2	8	8	48
4.75	2	8	8	76	6.50	2	8	8	56	8.75	2	8	8	56	9.25	1	4	4	52
5.25	2	8	8	84	7.00	1	4	4	60	9.00	2	8	8	64	9.75	3	12	12	64
5.50	1	4	4	88	7.50	1	4	4	64	9.25	3	12	12	76	10.00	1	4	4	68
5.75	1	4	4	92	7.75	2	8	8	72	9.50	1	4	4	80	10.50	2	8	8	76
7.00	1	4	4	96	8.25	1	4	4	76	9.75	1	4	4	84	11.25	1	4	4	80
9.25	1	4	4	100	8.50	1	4	4	80	10.00	1	4	4	88	12.00	1	4	4	84
Total	**25**	**100**	**100**		9.50	1	4	4	84	10.50	1	4	4	92	12.25	1	4	4	88
					9.75	1	4	4	88	11.00	1	4	4	96	12.50	2	8	8	96
					10.50	1	4	4	92	12.00	1	4	4	100	13.50	1	4	4	100
					10.75	1	4	4	96	**Total**	**25**	**100**	**100**		**Total**	**25**	**100**	**100**	
					12.25	1	4	4	100										

		A	B	C				
	Tot al	2 5	1 0 0	1 0 0				

*A – Valid , *B - Frequency, *C – Percent, *D - Valid Percent, *E - Cumulative Percent

According to the percentile classification, in case for respondents having 0-5 years experience, 0 to 1.75, 1.75 to 3.50, 3.50 to 5.00 and above 5.00 are denoted low, normal, moderate and high level of understanding respectively. In case for 5-10 years, 0 to 5.12, 5.12 to 6.50, 6.50 to 8.37 and above 8.37 are identified low, normal, moderate and high respectively. Likewise, if the respondents' experience level between 10-15 years, 0 to 6.75, 6.75 to 8.75, 8.75 to 9.37 and above 9.37 are pointed out low, normal, moderate and high respectively. If the respondents experience more than 15 years, 0 to 6.00, 6.00 to 9.25, 9.25 to 10.87 and above 10.87 are designated low, normal, moderate and high respectively. The experience wise percentile classification is given below

Through the percentile score classification, the overall 100 respondents are categorized into 4 groups according to their level of experience with Unilever products. Out of 25 male respondents having 5 years experience along with the Unilever products, 7, 7, 5 and 6 respondents' understanding level is low, normal, moderate and high respectively. Out of the 25 respondents having 5 to 10 years experience, 6, 8, 5 and 6 respondents' understanding level is low, normal, moderate and high respectively. Out of 25 respondents having 10 to 15 years experience, 6, 8, 5 and 6 respondents' understanding level is low, normal, moderate and high respectively. Out of the 25 respondents having above 15 years experience, 6, 7, 6 and 6 respondents' understanding level is low, normal, moderate and high respectively.

Table 4: Male respondents' overall understanding level of subliminal values

Years of Experience	Low	Normal	Moderate	High	Total
5	7	7	5	6	25
5-10	6	8	5	6	25
10-15	6	8	5	6	25
< 15	6	7	6	6	25
Total	25	30	21	24	100

Finally, among the 100 male respondents, the experimentally induced factors were lowly induced 25, normally induced 30, moderately induced 21 and highly induced 24 respondents' subliminal understanding values.

In the next stage, verify the uniformity in understanding the level of subliminal values among the 100 male respondents. The uniformity refers to within the 4 groups and between the 4 groups having 25 respondents in each group. To know the differences in the respondents' understanding level of subliminal values within 4 experienced groups of male respondents is verified through the coefficient of variances. The variations in the understanding level of subliminal values within 4 experienced groups of the respondents are given below.

Table 4: The variations in the understanding level of subliminal values within the groups

Experience Level In Years	0 – 5 years	5 – 10 years	10 – 15 years	< 15 years
Variation (SD/Mean * 100)	2.03/3.65*100 = 55.62%	2.67/6.70*100 = 39.85%	2.22/8.06*100 = 27.54%	2.89/8.78*100 = 32.91%

Among the 100 male respondents, the highest variance (55.62%) was identified among the 25 respondents having 0-5 years of experience. Followed by, the 25 respondents in the 5-10 years experience group (39.85%), the 25 respondents in the above 15 years experience group (32.91%) and the 25 respondents in the 10 – 15 years experience group (27.54%). It shows that the vast and least difference was identified among the 25 respondents in the group of 0-5 years and 10-15 years experienced respondents respectively. Hence, the induced factors played a significant role in reduction of differences in the understanding level of subliminal values among the respondents according to their experience level with the brand.

Once, we understood the differences in the understanding level of subliminal values within respondents' group, we should verify the differences in the understanding level of subliminal values between the respondents' groups. It brings out the uniformity in understanding level of the subliminal values between the various experienced respondents groups. The understanding level of the differences experienced groups of respondents is measured through the following hypothesis and Anova test.

Ho: There is no significant difference between the four experienced groups of the respondents at the understanding level of the subliminal values.

Table 4: **The variations in the understanding level of subliminal values between the groups**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	386.012	3	128.671	20.974	.000
Within Groups	588.950	96	6.135		
Total	974.962	99			

Inference: P = 0.00 and P is < 0.05, hence the Ho is rejected. It is inferred that there is a significant difference between the four experienced groups of the respondents at the understanding level of the subliminal values and the level of variability between the four experienced groups of the respondents is analysed below.

Table 5: Group Vs. Groups variations in the understanding level of subliminal values

(I) exp category	(J) exp category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
below 5	5-10	-3.05000[*]	.70057	.000	-4.8817	-1.2183
	10-15	-4.41000[*]	.70057	.000	-6.2417	-2.5783
	above 15	-5.13000[*]	.70057	.000	-6.9617	-3.2983
	below 5	3.05000[*]	.70057	.000	1.2183	4.8817
	10-15	-1.36000	.70057	.218	-3.1917	.4717

5-10	above 15	-2.08000*	.70057	.019	-3.9117	-.2483
	below 5	4.41000*	.70057	.000	2.5783	6.2417
	5-10	1.36000	.70057	.218	-.4717	3.1917
10-15	above 15	-.72000	.70057	.734	-2.5517	1.1117
	below 5	5.13000*	.70057	.000	3.2983	6.9617
	5-10	2.08000*	.70057	.019	.2483	3.9117
above 15	10-15	.72000	.70057	.734	-1.1117	2.5517

*. The mean difference is significant at the 0.05 level.

While comparing below 5 years experienced group respondents with 5 – 10 years group respondents, the mean difference was 3.05, followed by 10 -15 years group respondents was 4.41 and above 15 years experienced group respondents was 5.13 . Likewise, 5-10 years group respondents to 10 -15 years group respondents was 1.36 and above 15 years group respondents was 2.08. 10 – 15 years group respondents to above 15 years group respondents was 0.72. The vast difference was identified between below 5 years experienced group of respondents to above 15 years experienced group of respondents. The least difference was identified between 10 -15 years experienced group of respondents to above 15 years experienced group of respondents. It shows that the induced factors created huge difference in the understanding level of the subliminal values between least and high experience groups and the meager difference between high experienced groups. Hence, the increased level of respondents' experience with the brand was reduced the differences in understanding level of subliminal values.

Hence, the identification of the increased level of experience could improve the understanding level of the subliminal values is an important one. For this purpose, correlation test was incorporated and identified the correlation between the increased levels of experiences and increased understanding level of the subliminal values of the overall 100 respondents is r = 0.6, which shows there is a strong positive correlation at 1% level of significant. Hence, the induced factors were influencing the understanding level of subliminal values of the overall 100 male respondents according to their level of experience.

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	350.703	1	350.703	55.056	.000b
	Residual	624.259	98	6.370		
	Total	974.962	99			

a. Dependent variable: Score
b. Predictors: (Constant),exp

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Beta	Beta		
1	(Constant)	3.448	.517		6.665	.000
	exp	.335	.045	.600	7.420	.000

P=0.00.   The required model fit is as follows, Score= 3.448+0.335 (Exp)*
The subsequent analyses focused on the understanding level of 100 female respondents. Here, the same process which applied similar to the male respondents.

Table

Experience wise female respondents' understanding process of the subliminal values

Detection of icons (25 items)				Identification of icons location (25 items)				Matching of icons with products (25 items)				Matching of icons with values (25 items)			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
7	6	8	17	5	4	5	15	4	4	5	14	3	3	6	12
9	12	12	7	6	9	7	5	5	7	8	3	4	7	10	3
11	8	15	16	9	6	13	13	8	5	11	18	7	6	9	16
6	7	22	8	4	5	16	5	4	4	13	3	3	4	10	6
5	11	9	13	3	9	5	12	3	8	4	8	4	10	3	10
3	9	10	24	3	7	12	22	2	5	7	23	1	4	9	20
6	7	11	19	5	5	9	18	4	4	8	16	4	3	5	19
3	15	18	18	2	14	15	9	1	13	12	12	0	10	9	15
8	4	19	23	6	2	19	13	5	1	20	11	6	2	18	18
7	8	19	19	6	6	16	18	5	4	17	16	6	3	12	18
9	12	16	19	5	9	14	16	4	6	10	17	7	6	8	15
4	17	9	16	3	15	7	9	1	13	8	8	0	9	6	10
7	13	12	19	5	11	10	17	6	12	9	13	4	10	8	14
9	8	15	18	8	4	11	9	7	6	9	11	5	4	8	13
6	17	17	10	4	13	10	6	2	14	12	7	2	15	11	9
8	13	17	17	7	12	14	15	5	9	10	12	6	11	7	16
7	7	13	22	5	5	11	21	6	6	9	20	4	4	7	18
8	16	11	12	4	11	9	9	6	10	7	7	7	11	8	5
12	9	16	19	7	7	11	14	7	3	13	12	8	4	11	14
8	12	21	21	7	7	18	17	4	4	19	13	5	6	17	12
9	10	17	22	5	7	15	18	6	6	16	16	4	5	13	19
5	11	18	18	4	8	14	12	3	6	13	15	4	6	15	12
6	15	14	23	4	11	9	15	3	12	10	19	4	9	7	19
9	18	22	18	7	14	21	13	5	16	22	11	6	13	19	14
2	19	11	20	0	8	10	14	1	10	9	12	1	7	7	16
1 - 0 to 5 years				2- 5 to10 years				3 - 10 to 15 years				4 - <15 years			

Through the percentile values, the 100 female respondents' understanding level of the subliminal values is classified into low, normal, moderate and high according to their understanding level lying between 0-25, 26-50, 51-75 and 76-100 respectively.

Table 2: Experience wise Percentile Classification

	Experience in Years	0-5	5-10	10–15	< 15
	Mean	5.1000	8.5300	11.9700	14.3300
	Std. Deviation	2.00520	3.59783	4.01645	4.38969
Percentiles	25	3.8750	5.5000	9.2500	11.7500
	50	5.5000	7.7500	12.0000	15.0000
	75	6.2500	11.6250	15.1250	17.2500

Table 3: Experience wise Percentile Score Classification

0- 5 Years					5 – 10 Years					10 – 15 Years					Above 15 years				
A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E
1.00	1	4.0	4.0	4	2.25	1	4.0	4.0	4	5.25	1	4.0	4.0	4	4.50	1	4.0	4.0	4
1.50	1	4.0	4.0	8	4.25	1	4.0	4.0	8	6.00	1	4.0	4.0	8	5.50	1	4.0	4.0	8
2.00	1	4.0	4.0	12	4.75	1	4.0	4.0	12	7.50	1	4.0	4.0	12	8.00	1	4.0	4.0	12
2.25	1	4.0	4.0	16	5.00	1	4.0	4.0	16	8.25	1	4.0	4.0	16	8.25	1	4.0	4.0	16
3.50	1	4.0	4.0	20	5.25	1	4.0	4.0	20	8.75	1	4.0	4.0	20	10.75	2	8.0	8.0	24
3.75	1	4.0	4.0	24	5.50	2	8.0	8.0	28	9.25	2	8.0	8.0	28	12.75	1	4.0	4.0	28
4.00	1	4.0	4.0	28	5.75	1	4.0	4.0	32	9.50	1	4.0	4.0	32	13.50	1	4.0	4.0	32
4.25	2	8.0	8.0	36	6.25	2	8.0	8.0	40	9.75	1	4.0	4.0	36	14.00	1	4.0	4.0	36
4.75	2	8.0	8.0	44	7.00	1	4.0	4.0	44	10.00	2	8.0	8.0	44	14.25	1	4.0	4.0	40
5.50	2	8.0	8.0	52	7.25	1	4.0	4.0	48	10.75	1	4.0	4.0	48	14.50	1	4.0	4.0	44
6.00	4	16.0	16.0	68	7.75	1	4.0	4.0	52	12.00	3	12.0	12.0	60	14.75	1	4.0	4.0	48
6.25	3	12.0	12.0	80	8.25	1	4.0	4.0	56	12.50	1	4.0	4.0	64	15.00	1	4.0	4.0	52
6.50	1	4.0	4.0	84	8.75	1	4.0	4.0	60	12.75	1	4.0	4.0	68	15.50	1	4.0	4.0	56
6.75	1	4.0	4.0	88	9.50	1	4.0	4.0	64	13.50	1	4.0	4.0	72	15.75	3	12.0	12.0	68
7.25	1	4.0	4.0	92	11.00	1	4.0	4.0	68	15.00	1	4.0	4.0	76	16.25	1	4.0	4.0	72
8.50	1	4.0	4.0	96	11.25	1	4.0	4.0	72	15.25	2	8.0	8.0	84	16.75	1	4.0	4.0	76
8.7	1	4.	4.	1	11.	1	4.	4.	7	16.	1	4.	4.	8	17.	1	4.	4.	8

5		0	0	000	50		0	0	6	00		0	0	8	75		0	0	0
To tal	**2 5**	**10 0**	**10 0**		11. 75	1	4. 0	4. 0	8 0	18. 75	1	4. 0	4. 0	9 2	18. 00	1	4. 0	4. 0	8 4
					12. 00	1	4. 0	4. 0	8 4	19. 00	1	4. 0	4. 0	9 6	18. 75	1	4. 0	4. 0	8 8
					13. 00	1	4. 0	4. 0	8 8	21. 00	1	4. 0	4. 0	1 0 0	19. 00	1	4. 0	4. 0	9 2
					13. 50	1	4. 0	4. 0	9 2	**To tal**	**2 5**	**10 0**	**10 0**		20. 25	1	4. 0	4. 0	9 6
					14. 75	1	4. 0	4. 0	9 6						22. 25	1	4. 0	4. 0	1 0 0
					15. 25	1	4. 0	4. 0	1 0 0						**To tal**	**2 5**	**10 0**	**10 0**	
					To tal	**2 5**	**1 0 0**	**1 0 0**											

*A – Valid , *B - Frequency, *C – Percent, *D - Valid Percent, *E - Cumulative Percent

According to the percentile classification, the experience wise the female respondents' understanding level is given below.

Table 4: Female respondents' overall understanding level of subliminal values

Years of Experience	Low	Normal	Moderate	High	Total
5	6	7	7	5	25
5-10	7	6	6	6	25
10-15	7	8	4	6	25
< 15	6	7	6	6	25
Total	**26**	**28**	**23**	**23**	**100**

Finally, interpreted that among the 100 female respondents, the experimentally induced factors were lowly induced 26, normally induced 28, moderately induced 23 and highly induced 23 respondents' subliminal understanding values. The uniformity in understanding level of subliminal values among the 100 female respondents in respect of within the 4 groups and between the 4 groups is given below.

Table 4: The variations in the understanding level of subliminal values within the groups

Experience Level In Years	0 – 5 years	5 – 10 years	10 – 15 years	< 15 years
Variation (SD/Mean * 100)	2.00/5.10*100 = 39.21%	3.59/8.53*100 = 42.08%	4.01/11.97*100 = 33.50%	4.38/14.33*100 = 30.56%

Among the 100 female respondents, the highest variance (42.08%) was identified among the 25 respondents having 5-10 years of experience. Followed by, the 25 respondents in the 0-5 years experience group (39.21%), the 25 respondents in the 10-15 years experience group (33.50%) and the 25 respondents in the above 15 years experience group (30.56%). It shows that the vast and least difference was identified among the 25 respondents in the group of 5-10 years and above 15 years experienced respondents respectively. At the same time, relative differences were identified among the 0-5 and 5-10 years and 10-15 and above 15 years experience group of respondents. Hence, the induced factors played a significant role in reduction of differences in the understanding level of subliminal values among the respondents according to their experience level with the brand. The differences in the understanding level of subliminal values between the respondents' groups were measured through the following hypothesis and Anova test.

Ho: There is no significant difference between the four experienced groups of the respondents at the understanding level of the subliminal values.

Table 4: **The variations in the understanding level of subliminal values between the groups**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1219.987	3	406.662	31.063	.000
Within Groups	1256.795	96	13.092		
Total	2476.782	99			

Inference: P = 0.00 and P is < 0.05, hence the Ho is rejected. It is inferred that there is a significant difference between the four experienced groups of the respondents at the understanding level of the subliminal values and the level of variability between the four experienced groups of the respondents is analysed below.

Table 5: Group Vs. Groups variations in the understanding level of subliminal values

(I) exp category	(J) exp category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
below 5	5-10	-3.43000[*]	1.02339	.006	-6.1058	-.7542
	10-15	-6.87000[*]	1.02339	.000	-9.5458	-4.1942
	above 15	-9.23000[*]	1.02339	.000	-11.9058	-6.5542
5-10	below 5	3.43000[*]	1.02339	.006	.7542	6.1058

	10-15	-3.44000*	1.02339	.006	-6.1158	-.7642
	above 15	-5.80000*	1.02339	.000	-8.4758	-3.1242
10-15	below 5	6.87000*	1.02339	.000	4.1942	9.5458
	5-10	3.44000*	1.02339	.006	.7642	6.1158
	above 15	-2.36000	1.02339	.104	-5.0358	.3158
above 15	below 5	9.23000*	1.02339	.000	6.5542	11.9058
	5-10	5.80000*	1.02339	.000	3.1242	8.4758
	10-15	2.36000	1.02339	.104	-.3158	5.0358

*. The mean difference is significant at the 0.05 level.

While comparing below 5 years experienced group respondents with 5 – 10 years group respondents, the mean difference was 3.43, followed by 10 -15 years group respondents was 6.87 and above 15 years experienced group respondents was 9.23 . Likewise, 5-10 years group respondents to 10 -15 years group respondents was 3.44 and above 15 years group respondents was 5.80. 10 – 15 years group respondents to above 15 years group respondents was 2.36. The vast difference (9.23) was identified between below 5 years experienced group of respondents to above 15 years experienced group of respondents. The least difference (2.36) was identified between 10 -15 years experienced group of respondents to above 15 years experienced group of respondents. It shows that the induced factors created huge difference in the understanding level of the subliminal values between least and high experienced groups and the meager difference between high experienced groups. Hence, the experience of respondents with brand played a significant role to reduce the differences in understanding level of subliminal values. The correlation between the increased levels of experiences and increased understanding level of the subliminal values of the overall 100 respondents is r = 0.6, shows there is a strong positive correlation at 1% level of significant. Hence, the induced factors were influencing the understanding level of subliminal values of the overall 100 male respondents according to their level of experience.

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1211.346	1	1211.346	93.811	.000ᵇ
	Residual	1265.436	98	12.913		
	Total	2476.782	99			

c. Dependent variable: Score
d. Predictors: (Constant),exp

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Beta	Beta		
1	(Constant)	3.757	.736		5.101	.000
	exp	.623	.064	.699	9.686	.000

P=0.00. The required model fit is as follows, Score= 3.602+0.479 (Exp)*

In the next stage, measure the combined subliminal understanding values of male and female respondents. This depicts the subliminal understanding level of male and female respondents' altogether. The following table shows that the average items were found by the respondents in the 4 stages of subliminal understanding parameters.

Table : Male and Female identification Ability of Subliminal Charecters

	Detection of icons (25 items)				Identification of icons location (25 items)				Matching of icons with products (25 items)				Matching of icons with values (25 items)			
Gender	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Male	7	10	12	12	4	6	7	8	2	5	6	7	1	4	7	7
Female	7	11	15	17	5	8	12	13	4	7	11	13	4	7	10	14
	1 - 0 to 5 years				2- 5 to10 years				3 - 10 to 15 years				4 - <15 years			

Among the 100 male and 100 female respondents, female respondents identified more items than male respondents in all 4 stages of subliminal understanding process. Hence, the identification of the uniformity in the understanding level of subliminal values among the male and female respondents is necessarily one. This is proved through the following null hypothesis.

Ho: There is no significant difference between the male and female respondents understanding level of subliminal values.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mea
score	Male	100	6.7975	3.13817	.31382
	Female	100	9.9825	5.00180	.50018

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	

									Lower	Upper
	Equal variances assumed	27.257	.000	-5.394	198	.000	-3.18500	.59048	-4.34943	-2.02057
score	Equal variances not assumed			-5.394	166.484	.000	-3.18500	.59048	-4.35078	-2.01922

Inference: P = 0.00 at 5 % significance level and P > 0.05. Hence the null hypothesis is rejected and there is a significant difference between male and female respondents' understanding level of subliminal values. It shows that the male respondents' understanding level of the subliminal values process differs from the female respondents' understanding level of subliminal values process. The mean score of male is 6.79 and female is 9.98. Consequently, to know the difference of mean score of male and female respondents' understanding of subliminal values through the following hypothesis.

Ho: There is a significant difference with a mean score of subliminal understanding between male and female respondents.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
score	200	8.3900	4.46030	.31539

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
score	26.602	199	.000	8.39000	7.7681	9.0119

Inference: P=0.00 at 5 % significance level and P > 0.05. Hence the null hypothesis is rejected and it is inferred that there is a significant difference with the mean score of subliminal understanding. In the next stage, to identify there is any link between the increased level of experience and understanding level of subliminal understanding of overall 200 male and female respondents using correlation and regression analysis. Correlation between score and experiances shows r = 0.6, shows there is a strong positive correlation at 1% level of significant. Hence, the induced factors were influencing the understanding level of subliminal values of the overall 200 male and female respondents according to their level of experience.

ANOVAᵃ

| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1432.809	1	1432.809	112.304	.000ᵇ
	Residual	2526.146	198	12.758		
	Total	3958.955	199			

e. Dependent variable: Score
f. Predictors: (Constant),exp

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Beta	Beta		
1	(Constant)	3.602	.518		6.959	.000
	exp	.479	.045	.602	10.597	.000

P=0.00. The required model fit is as follows, Score= 3.602+0.479 (Exp)*.

Overall Findings: The experimentally induced factors improved the understanding level of the subliminal values at different levels comparatively equal among the male and female respondents. But, in the subliminal process, female respondents found more items than male respondents. The vast and meager differences were identified within the different level of experienced male and female respondents respectively. At the same time, the differences were identified among the male and female respondents' understanding level of subliminal values. The increased level of respondents' experience with the brand was reduced the difference in and increased the understanding level of subliminal values for both types of the respondents. Hence, the experience with the brand of the respondents influenced them to understand the hidden value in the logo.

Submission: every country has its own consumer values. In India, consumers are in informing nature and their attitudes and behaviors are impulsive. The consumers' attentiveness about the brand and its values are scanty. Hence, here, consumers need special attention and inculcate the values of the brand reluctantly and then only the brand positioning is completely possible. Even, the Unilever brand introduced a new kind of advertisement promoting the logo values uniquely (https://youtu.be/ScNjboMgTKw) with social values; the consumers need unusual promotional practices to understand the logo values individuality. The enlarged size of the logo on the cover page of the brand should induce the viewers' subconscious to understand the logo values. Every icon's values in the logo should be emphasized separately according to the nature of the product. For example, in the Dove Soap cover page, the related icon (🕊 bird) uniquely differentiated even in the color aspect and highlighted the value of icons like "happiness is a panacea for all kinds of stresses in our life" and "freeness is a fundamental quality for happiness in our life". These kinds of life oriented words are motivating/captivating the viewers to verify the icons in the logo and subsequently enter into their subconscious mind. The big size posters and banners are exclusively bringing out the uniqueness of the icons and logo nearer to the consumers also boosting the subconscious understanding of the logo noticeably, but attention is required.

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