

**Exploring current approach toward social media advertising and examining the
impact of visual effects on it: the case of Georgian Startups**

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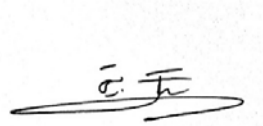
Declaration

As the author of this paper, I declare that this thesis is an original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I declare that this thesis was composed by myself, that the work contained herein is my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or professional qualification.

Nasrin Beity

December 27, 2020

Signature

A handwritten signature in black ink, appearing to be 'N. Beity', written over a light blue grid background.

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List of abbreviations

Abbreviations

AIDA
CT
DTI
EEG
FMRI
MEG
MRI
NIRS
PET
SST
TMS

Definitions

Attention, Interest, Desire and, Action
Computed Tomography
Diffusion Tensor Imaging
Electroencephalograph
Functional Magnetic Resonance Imaging
Magneto-encephalography
Magnetic Resonance Imaging
Near-Infrared Spectroscopy
Positron Emission Tomography
Steady-State Topography
Transcranial Magnetic Stimulation

Abstract

The purpose of the study was to delve into the concurrent approach toward social media advertisement of Georgian startups and find ways to increase the level of attractiveness of visual effects in social media advertisements (Facebook and Instagram) for Georgian Startups. In addition, the researcher sought to figure out if the variation in the Startups' post can result in more action from the viewers (purchase of the product). The data was gathered through interviews and an experiment. Four Startups were interviewed and two of them were investigated. A piece of information gathered from the interview was used in the examination. Accordingly, Facebook and Instagram advertisements were changed in respect of different variables such as the logo, background complexity, size, face-like figure, contrast, and the content one by one, and the last time, based on some factors together. This means each different advertisement that was changed makes the author able to compare the shift made by each element. The study was a multi-method qualitative study to make the researcher get an in-depth understanding of the concept also, and a multiple-baseline experimental design was chosen for the investigation. The information gathered through the interviews was analyzed with the help of Sonix, Trint, and Otranscribe softwares. The research revealed that the alteration of visual factors in advertisements can lead to different results. Regarding the findings, not including the logo in the advertisement, presenting a distinct feature, harmony in colors, face-like figures, and, emotional features may influence the effectiveness of Georgian Startups' Social media advertisements in a positive way.

Key words: Neuromarketing, visual effects, online advertisements, Social media advertisements, Startup, Georgia