

Master Project/Thesis:
**The impact of framing a positive image on harmful product as a
part of a marketing strategy and the placebo effect it has on the
consumers behavior**

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Abstract

In the modern advertising campaigns framing a concept is used as a tool to frame advertising message. Two main types of framings are: positive framing - when it's underlined that positive characteristic of the product is increased, negative framing - suggests that negative side of product is decreased.

Advertisement effect differs when a person is receiving information from online sources and when he receives extra multisensory stimulus by actually trying a product. Our aim was to study in each case how framing of advertisement text effects on product evaluation, specifically liking.

For online (survey) and offline (tasting) experiments as a stimulus material we used potato chips. Chips “Mittas” is imaginary brand, which was used to exclude factor of brand awareness while product evaluation. In both experiments we created chips’ banner with “negative”, “positive” and “neutral” messaging (none messaging).

In both of our experiments after advertising Mittas as “Scrunch and stay in shape. Less fat consistency,” compared with “Positive” advertisement, it was more liked.

General public usually has information about negative characteristics of product which are mediocrity proven to be harmful. Advertisements suggesting that negative characteristic of product is decreased influence on product evaluation and emerge more likelihood feelings among consumers.