Overview

This chapter includes concluding remarks on all preceding chapters along with the discussion on achievement of research objectives. It also reveals the limitations of this study with road map for future work.

6.1 Overview of Preceding Chapters

Chapter 1 introduced the background of the study, defined created animated spokes – character with its technical evolution and historical antecedence. In view of a lack of prior research and contributions, content analysis of created animated spokes – characters in Indian television advertisements was done by taking the past classification into consideration. At last, scope of this research is discussed. Chapter 2 reviewed the literature pertaining to the phenomenon of general studies, endorsement studies and then after spokes – character studies of purchase intention. Then the researcher delves for the major determinants of purchase intention and then with basic concepts of attitudes and how they tie into the Cognitive Response Model. Then the study examine all the cognitive responses i.e. Product / Message Related Thoughts, Source Oriented Thoughts and Ad – Execution Related Thoughts with detail categories and explain how they relate to purchase intention by attitudes and its appropriateness for the study is elucidated. In addition to this, literature addressing the mediating dimensions of attitude between cognitive responses and purchase intention is reviewed. The theoretical framework of the study is also presented. Chapter 3 presented the hypothesized relationships among the research dimensions. In addition, it elaborated on the objective of the study, the element, research design, data sources, experimental stimulus, sampling method, sample size and the measurement items along with the results of pilot study. Chapter 4 discussed the results of the main survey and related hypothesis. It discusses the demographic characteristics of the respondents followed by descriptive statistics and comparison of means. It discusses the data preparation process followed by establishing reliable and valid scales of cognitive responses scale and source credibility scale. In addition to this, validity of the model was checked by adding common latent factor and Structural Equation Model was performed with mediation analysis for analyzing effect of cognitive responses with attitude towards brand and attitude towards brand as mediator, on purchase intention. Chapter 5 assesses performance of the model, the constructs and their structural relationship. In addition, it served to compare and contrast the findings with
previous literature to highlight similarities and differences. Lastly, theoretical and practical contributions of the study were addressed and the practical implications were presented as specific marketing tools. In final chapter, conclusions are drawn about each of the research objectives. This chapter concludes with a discussion to the limitations of the research and recommendations for future research. The next section goes over the findings generated in response to the research objectives.

6.2 Achievements of Research Objectives

The main objective of the research was “to examine and investigate the impact of determinants on purchase intention of youngsters for FMCG products viewing television advertisement with created animated spokes-characters”.

From review of literature, researcher determines that purchase intention are majorly impacted by attitude formation i.e. Attitude towards advertisement and Attitude towards the brand which was influenced by cognitive responses (Product related thoughts, Source related thoughts and Ad execution related thoughts) which comes after viewing the advertisement. In addition to this, the impact of source credibility model (Attractiveness, Trustworthiness and Expertise) on purchase intention through attitudes was also determined, which was scare in past studies. Source likeability, proposed determinant from past studies among source related thought, was also determine to have impact on purchase intention through attitudes. Thus, after determining various determinants impacting purchase intention and taking the cognitive response model as a base, researcher has partially satisfied the main objective.

The sub – objectives leading from this are discussed individually.

1. To investigate the impact of cognitive responses of youngsters for FMCG products i.e. Product / Message thoughts, Source Oriented thoughts and Ad Execution thoughts of television advertisement with created animated spokes-characters on Attitude towards advertisement and Attitude towards brand.

Results of CFA partially supported the proposed dimensions. This study identified five cognitive responses constructs i.e. Product Related Thought, Attractiveness, Trustworthiness, Expertise and Ad execution related thought. Two Dimensions i.e. Source Related Thought and Source Likeability were not identified. However, this
finding highlights that insufficiency of *Source Related Thought* and *Source Likeability* as dimensions to examine source oriented thought for created animated spokes – character.

Furthermore, this study found positive and significant relationship between Trustworthiness as a factor for spokes – character cognitive responses and respondent’s Attitude towards the Brand. Whereas, Created Animated spokes – character’s Attractiveness and Expertise has negative effect on Attitude towards the Brand. But, Created Animated Spokes – character’s Attractiveness, Expertise and Advertisement Related Thoughts factor for spokes – character cognitive responses reported significant positive effect on Attitude towards Advertisement. These results support the theoretical model, with a warning regarding the paths between product related thought and attitude towards the brand as well as trustworthiness of created animated spokes – character and attitude towards the advertisement, which is not supported. Thus, it is believed that objective is achieved as the cognitive responses of youngsters’ impacts on Attitude towards advertisement and Attitude towards brand for FMCG products’ television advertisement with created animated spokes-characters.

2. To investigate the impact of Attitude towards television Advertisement with created animated spokes-characters on Purchase Intention of youngsters for FMCG products.

Results of the CFA fully support the proposed construct. This study identified one attitude construct i.e. *Attitude towards Advertisement* and *Purchase Intention* construct. In structural equation modeling, hypothesis i.e. attitude towards the advertisement endorsed by created animated spokes – character impacting purchase intention of youngsters was also positive. Therefore the objective is achieved.

3. To investigate the impact of Attitude towards Brand of television advertisement with created animated spokes-characters on Purchase Intention of youngsters for FMCG products.

Results of the CFA fully support the proposed construct. This study identified another attitude construct i.e. *Attitude towards the Brand* and *Purchase Intention* construct. In structural equation modeling, hypothesis i.e. attitude towards brand endorsed by created animated spokes – character impacting purchase intention of youngsters was also positive. Therefore the objective is achieved.
4. To investigate the impact of Attitude towards Brand of television advertisement with created animated spokes-characters as a mediator between Attitude towards Advertisement and Purchase Intention of youngsters for FMCG products.

The two attitude factors, Attitude towards the advertisement and Attitude towards Brand have positive and significant effect on Purchase Intention of youngsters. This indicates that Indian youngsters, who have a positive attitude towards both advertisement of spokes – character and attitude towards the brand, tend to have purchase intention for that particular product / brand, but only when attitudes are influenced by the cognitive responses. In addition to this, positive attitude towards advertisement of spokes – characters will also lead to build attitude towards the brands.

Furthermore, attitude towards the advertisement also has significant indirect effect on purchase intention with mediator of attitude towards brand as the hypothesis is supported and also there is a partial mediation by attitude towards brand between attitude towards the advertisement and purchase intention. Thus, objective is achieved. Also, attitudes also seem to be transporters of cognitive responses to purchase intention of youngsters and suggest it should be included in future endorsement framework.

5. To study the relationship between demographic variables of youngsters and purchase intention for FMCG products viewing television advertisement with created animated spokes-characters.

In line of the objective, when demographic variables (i.e. Age, Gender, Annual Income and Education) of youngsters were added as control variables in structural equation modeling, it was found that they had no significant impact on purchase intention.

As a result, by including the variables of Cognitive responses and Source Credibility Model, and also by including the two mediating attitude constructs on respondent’s purchase intentions, the current study put forward a more comprehensive conceptual framework in reflecting the phenomenon of Created animated spokes – character endorsement in television advertisements. The next section further elaborates on the contribution of this study.
6.3 Contributions

This study contributes to the understanding of youngsters’ responses to created animated spokes – character endorsement by modifying Cognitive Response Model of Belch and Belch (2001) and Source Credibility Model of Ohanian (1992). This contribution is relevant as it expands the knowledge by adding two variables of cognitive responses and created animated spokes – character credibility and also by identifying the mediated relationship by attitude construct, which were previously not integrated in any of the above mention models. In addition, this study provided practical contributions in various areas. FMCG marketers can arrange promotional activities by using the same created animated spokes – character that positively influences the consumers’ attitude. Identifying the underlying structure of the created animated spokes – character endorsements factors and cognitive responses factors could help marketers adopt proactive measures to minimize the risks and maximize the effects by using the most influential Created animated spokes – character. Nevertheless, there is plenty of scope in refining the model and applying it to the other samples or respondents in different context or sector. The following section presents the limitations of this study and the opportunities for future research.

6.4 Limitations of the Research

Drawing conclusion from the representative of single state is a major limitation of the study.

Quota Sampling: In quota sampling the first stage consist of developing control category and second stage consist of selection of sample elements on the basis of convenience or judgment (Malhotra & Das, 2007). In this study, (in second stage) samples are selected on the basis of convenience. It is another limitation of this study. In convenience sampling, the selection of units from the population is based on availability and or accessibility. The major disadvantage of this technique is that, there is no measure of the representativeness of the information collected about the sample of the population.

Restricted Samples: Although adequate for statistical analysis, the small number of participating respondents (1220 out of more than million in the country) limited the generalisability of the results.
Reflects only one promotional medium and stimulus: This study display the endorsement by created animated spokes-characters in television advertisements. So it reflects only one promotional medium and stimulus. Other formats such as radio, internet, or other multimedia formats may have a different effect and might be interactive with the audience.

Increased sense of awareness and involvement: Respondents for this study were asked to closely pay attention to the advertisement and evaluate to it. In such a situation, an increased sense of awareness and involvement might exist. Immediately after being exposed to the advertisement, the respondents are requested to complete the questionnaire. In addition, results may have differed if respondents were exposed across a longer time span and more repeatedly. In addition to this, an external factor, namely perceived brand image, was not taken into consideration.

Findings appears to be limited to FMCG category: While findings reported in the present study might provide additional insights into the phenomenon of created animated spokes-character endorsement, the generalized findings appears to be limited to FMCG category which was again limited to only food and beverages category and among that only top five product categories (Biscuits, Milk Beverage, Soft Drink Aerated, Chocolates, Soft Drinks Non–Aerated) were considered.

Although this study has some limitations, by understanding the effects of created animated spokes-character endorsements, it provides an initial step towards understanding consumer responses to created animated spokes-character employed for FMCG television advertisement.

6.5 Future Research

Due to the limitations, recommendations are suggested for further research for the purpose of enhancing the study. This research is limited to fictitious human created animated spokes-characters (actors) only, but the further research can be carried on by taking other sub-dimensions of appearance (is the first dimension of AMOP framework) like fictitious humans (illustrations or caricatures) or non-human (Animal, mythical or product personification) and also can be carried on by comparison like fictitious humans v/s non-human created spokes-character. Not limiting with appearance only, a future researcher may go with other three dimensions of AMOP framework. The overall as well as dimension and sub-dimension wise (of AMOP framework) effect of various created
animated spokes – character can also be measured and compared with various demographic characteristics of viewers.

Admittedly, consumers’ brand choice behavior is psychological judgment which changes over time. Therefore, cross-sectional study may not be able to portray the observed changes in patterns and the causality in dependent measures (Easterby-Smith et al., 2003). So, longitudinal study will be adopted.

Future research should assess whether the findings of this research that drew upon consumers of Indian origin might transfer to consumer with different cultural background. Furthermore, the misidentification of the Product Related Thought dimension could be context specific and should be examined further. There are number of ways the model could be further analyzed. Rather than drawing on created animated spokes – character only, future studies could consider the inclusion of other types of endorsers (e.g. other types of spokes – characters, celebrity, employees or typical consumers) or comparison among the different types of endorsements. In addition, other types of promotional media should be considered and compared to the television media employed in this study. This study has considers only FMCG products from different product/service category. So, future researcher can focus on other product or service category and also compare among different category of product/services. This should be done because consumer motivations and behavior differ among individuals and across one decision – making context to another.

This study only looked at mere exposure, where the created animated spokes – character endorsement appear with the Food and Beverages product category of FMCG advertisements. Thus, future studies should also consider other product categories i.e. Household Care and Personal Care of FMCG Category. Future studies should also consider other than top five product categories (i.e. Biscuits, Milk Beverage, Soft Drink Aerated, Chocolates, Soft Drinks Non – Aerated) among the advertisement of food and beverages category in FMCG sector. The effects of repetitive exposure to created animated spokes – character endorsement on attitude formation or change may also serve an interesting future study. Repeated exposure has been found to strengthen attitudes in previous literature. Thus, future research should examine the long term effects of FMCG product’s created animated spokes – character campaigns. Future studies applying or modifying the model should also consider using other constructs which impact attitudes.
and purchase intentions and / or should find moderating variables which plays vital role in purchase intentions of youngsters by doing Moderation analysis.

In future, a comparative study can also be conducted on this topic between India and other developing or developed nation.