CHAPTER – 3

RESEARCH OBJECTIVES

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Research Objectives

The objectives of this research were based on the marketing semiotic elements and their effects on brand building parameters. The marketing semiotic elements considered for this research included signs, symbols and logo, jingles and music, taglines, packaging, colors, characters and mascots, language, connotations/context. The brand building parameters considered for this research were Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

Objectives of this research can be listed as below:

- To study whether signs as a semiotic element affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

- To study whether symbols and logo as semiotic elements affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

- To study whether jingles and music as semiotic elements affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

- To study whether taglines as semiotic elements affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

- To study whether packaging as a semiotic element affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.
• To study whether colors as semiotic elements affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

• To study whether characters and mascots as semiotic elements affect brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

• To study whether language as a semiotic element affects brand building parameters like Brand - awareness, feelings, image, reliability, association, preference/bonding and trust.

• To study whether connotations/context as a semiotic element affects brand building parameters like brand awareness, feelings, image, reliability, association, preference/bonding and trust.

**Limitations of the study**

The research conducted by Creswell, 2009 and Simon 2006, states that research studies inherently contain a lot of limitations on account of the design and overall approach of the researcher.

• The sample respondents in this study were the youth population between 18-24 years from Pune district scattered around Pune city. Hence, the study cannot be generalized over all age groups and the results are restricted towards this age group only.

• The study was conducted in a small region of the India which is the Pune city and therefore the sample size would not help in making judgments for a bigger population like India.

• The questionnaire method was used for data collection and hence open ended questions and interview formats of unstructured formats of collecting information would have helped to gain further insights.
• Respondents were in the age group of 18-24 years, though it was not difficult to find this sample around Pune city, to catch their attention for 15-20mins for the questionnaire to be filled diligently was a task.

• A few examples in the questionnaire used to analyze the impact of jingles and music and language were harder to showcase before the respondents since the sounds and words and music could not be heard and had to respondents had to connect to them based on the memory they had of the examples given.