CHAPTER – 6

LIMITATIONS AND FUTURE RESEARCH IMPLICATIONS OF THE STUDY

This chapter highlights the boundaries and limitations of the study in accordance with research design, methodology, area of research, time, financial and feasibility constraints. The study was limited to the geographical area of Gujarat state and the major cities were involved for taking samples are Ahmedabad, Surat, Rajkot, Bhavnagar, Vadodara Mehsana and Himatnagar. This imposes limitations on the generalization of the outcome of the study.

6.1 Limitations of the Study:

First, it is important to note that when choosing the products for this study, it was essential to keep in mind that these products were used by respondents or having involvement in decision making process. Second, the advertisements that were utilized as stimuli are inherently inconsistent with the descriptions of the advertisements, do not sound as appealing and are not as visually striking. Because in the questionnaire, only snapshot of advertisement are shown, cannot give all the details of endorsed product, the assumption is respondent have to recall advertisement and present their views. Another limitation was convenient sampling method choose for collection of data. A probability sampling method can improve the applicability of the research.

6.2 Impact for Advertisers and companies

This study can be very beneficial to advertisers and companies that use of celebrities in their advertisements. The FMCG companies used in this research would benefit learning about how consumers view their advertisements when celebrities are used. Some companies have already found that celebrities are key to increasing their sales. It is lessons to advertisers that how to pick the right celebrity would also benefit companies. This study found that the celebrity itself plays a big role in how consumers view not only the advertisement, but also the brand. The non-celebrity also plays a big role with consumers and their intent to purchase these products. Using celebrities and non-celebrities has already shown that they help increase sales profits and are also a unique way to get consumers attention. This study showed how
consumers really feel towards these types of advertisements. While most were positively viewed, each celebrity did generated different scores. Advertisers and companies need to be aware of this occurrence.

6.3 Future Research Implications:

The results of the study suggest several opportunities to the researchers as the study was conducted for advertisement effectiveness for celebrity and non-celebrities. The study could conduct and replicate in other product/service categories of high involvement. Petty et al (1983) emphasize the interaction between involvement level and endorser type. Under low-involvement conditions, the endorser type had a significant impact on attitudes towards the product even though no impact was found on behavioral intentions.

In future study, existing scales can be expanded or modified. Results indicate high correlations between each of the independent variables, which suggest that those independent variables might probably overlap to some extent. Future research could try to develop more exclusive dimensions of the scale. Advertisers can use the scale as an integral part of their effectiveness testing and tracking.

Advertisers and marketers should have an idea of the credibility, attractiveness, expertise and identification of the celebrity spokespersons that they are going to use. Moreover, it is important for them to be fully aware of the features of their products or services so that the product type and celebrity type can be matched. Bearing in mind that the samples in this study are non-probability samples and thus generalization to other groups of people must be made with caution, an advice for marketers/Advertisers, especially those targeting at Indians, is to choose celebrities who are perceived to be expert with respect to the product being promoted and who are perceived to be trustworthy. When exposed to unknown brands, multiple product endorsement effects should be observed and should possibly be stronger than found in the present study.
References: