CHAPTER 8

LIMITATIONS
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Limitations of the Study

Although every effort will be made to conduct a study as rigorous as possible, but there are certain limitations however unavoidable. The limitations of this study are as following:

- This study is limited only to the respondents of Indore city. Hence, the conclusion may not be generalized on people outside the Indore city.

- The universe is huge; therefore, in order to collect the necessary data using the sampling techniques are inevitable. Hence, the following limitations are unavoidable.

- Sampling will not give the accuracy available from census survey.

- The accuracy and reliability of sample data is affected by two different types of errors i.e. sampling errors and data collection errors. If these errors are too large, the results of the sample survey will be of extremely limited use.

Scope for Future Studies

The study was exploratory in nature and suffered from certain constraints and limitations such as geographic limitation (mainly Indian scenarios are taken into account), advertising strategies taken in a limited sense (i.e., limited discussion on financial aspect) and neglecting e-marketing/branding aspect. Nevertheless, the above study leaves an immense scope for carrying out further research in the following areas:

- To carry out similar study from the advertiser’ perspective and comparing that with the customers’ perspective.

- To establish a more definite correlation between celebrity impact on brand equity and relation with customer’s psychology.
• To carry out study on other possible aspect of endorsements.

• To carry out studies in other geographic areas i.e., in other nations and include all possible industries to find out whether there is any significant difference in the impact on the customers who are geographically separated.

• To carry out more detailed study and statistical research on the overall brand equity building mechanism with the help of celebrity endorsement.