CHAPTER 12
CONCLUSION, LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

The study tested the eleven (11) relationships, which are shown in Figure-1 through a model. Apart from that, the study also tested four (4) other hypotheses. These relationships and hypotheses were based on the research gaps and the research objectives discussed in chapters 4 and 5 respectively. The model also borrowed learning from two theories namely social adaptation theory and attribution theory (as discussed in Chapter 6). Out of eleven (11) relationships, eight (8) were found to be significant. These were CONGR → ES (H-1), CONGR → EC (H-2), EC → ES (H-3), ES → ABL (H-4), EC → ABL (H-5), ABL → AA (H-6), AA → AB (H-9), and AB → PI (H-10). Other three relationships, which were found to be insignificant, were ABL → AB (H-7), ABL → PI (H-8) and AA → PI (H-11). Further analysis of these insignificant relationships indicated the full-mediation by AA between ABL to AB and PI, which supports affect transfer theory. The study findings have also shown that high credible source to have high ABL (H-12) and high AA (H-13) than low credible source, thus supporting two out of other four hypotheses.

This study has few limitations. Data for this study was collected across India. Therefore this research strictly used the national level celebrities. It would be interesting to see whether the use of regional celebrities generate similar results. Secondly, print advertisements were used as the stimuli for the study. The use of audio-visual versions of the advertisements might have generated more interest and involvement from the participants. But seeing the resource constraints, creating and using the print advertisements were the best possible option. Thirdly
real brands were used, which were the requirements of this study. The use of fictitious celebrities and brands may be the interesting condition to look at.

This study generates some future research avenues. Firstly, use of regional celebrities may be investigated. Researchers may also study the difference in impact on advertising effectiveness measures while using regional and national level celebrities. Study of the impact of two treatments (congruence levels and gender of the celebrity) may be an extension to this study. Instead of using print advertisements as the stimuli, other modes of advertisements such as audio/visual advertisements could also be used to increase the participants’ involvement. Further, studies may create fictitious brands and fictitious celebrities and use them as the stimuli. But the ecological validity of these types of studies would be questionable. Nevertheless, the present study has contributed in a novel and a structured way to the body of knowledge in celebrity endorsements and has provided both the academicians and practitioners a more comprehensive view on celebrity endorsement.