CHAPTER 4

RESEARCH GAPS

Based on the literature review, the following gaps in the existing literature could be identified.

4.1. The congruence or match-up studies have investigated the effects of celebrity-product category congruence on advertising effectiveness measures and ignored the impact of celebrity-specific brand congruence on these measures (Kamins 1990, Misra and Beatty 1990, Lynch and Schuler, 1994; Kamins and Gupta, 1994; Till and Busler 1998; and Lee and Thorson, 2008).

4.2. The match-up hypothesis stream of studies has mainly used source credibility components like attractiveness (Kamins, 1990), expertise (Till and Busler, 1998), as the match-up stimuli. Only a few studies, such as Misra and Beatty (1990) have investigated the impact of congruence on the basis of stimuli other than attractiveness and expertise. Personality traits have been used as a match-up base in a few recent studies under meaning transfer stream of studies (Ang et al., 2007; Roy and Moorthi, 2012). However the researchers have investigated the personality traits transfer from celebrity to brand and not its impact on advertising effectiveness. These studies have indicated the role of celebrity personality-brand personality fit as the moderator in effective personality traits transfer from a celebrity endorser to the brand. Hence it becomes more important to investigate the effects of celebrity personality-brand personality congruence on advertising effectiveness measures.

4.3. The impact of congruence on the important selection criteria like endorser suitability and credibility has not been studied in celebrity endorsement literature.
From the above mentioned gaps in literature, it is evident that there is need to study the effects of personality-based congruence between celebrity-brand and its impact on endorser suitability and credibility. It would not only integrate all the three streams of endorsement literature (source credibility, meaning transfer and match-up hypothesis) but would also be helpful in explaining the effective transfer of personality traits from celebrity to the endorsed brand as required by practitioners.