Chapter 7

LIMITATIONS OF PRESENT STUDY AND SCOPE FOR FUTURE RESEARCH

Though the study is fairly exhaustive, in my opinion, there are certain limitations to the same.

1. This study is restricted to Delhi NCR which though having demographic differentia would still qualify as a Metro / Tier I geography. This can be further expanded to research into Tier II and Tier III towns. With rural India expected to play a major role in driving economic growth, and with rapid urbanization of mofussil areas, this could be expanded on a zonal and later national scale to make it an enabler for corporate strategy. The study and its conclusions would thus have validity only for the Delhi NCR region which would limit the usefulness of the findings and the conclusions to this particular region only.

2. The sample size was determined based on the fact that the study was based in Delhi NCR. Hence the conclusions drawn on the basis of this sample may not be applicable, or may become less relevant if the same are sought to be applied to a larger population.

3. This study is based on the data collected in a limited time frame. Being a dynamic sector, and further with rapid advances in technology, product obsolescence, and information availability, the roles themselves may change in the future especially in the case of electronic goods. The conclusions drawn thus would begin to decrease in validity in future due to the above.

4. Budgetary constraints also precluded the widening of the scope of the study.

5. Data Collection was done through (trained) interviewers as it was not possible for this researcher to personally collect all the data from all the five regions of the NCR. There is a slight possibility of some errors having crept in in the selection of the respondents though utmost care had been taken in training the interviewers on the same.
Scope for Future Research:

1. To make the study even more relevant, it could extended to more regions other than the NCR.

2. The study could also be extended to representative cities in each of the North, West, South East and Central zones, to get a better picture nationally of consumer behaviour.

3. Research could also be carried out into distinguishing between the behaviour of urban and rural consumers.