Chapter 6
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LIMITATIONS OF THE STUDY

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The study did reveal the social marketing and consumerism connect and has been successful in establishing various dimensions of the state of affairs with regard to consumer movement, justice and outcome of efforts of the department of consumer affairs in the city of Calcutta.

However the following limitations cannot be ruled out.

❖ The study was restricted within the jurisdiction of Calcutta. A better scenario and analysis could have been provided had it been carried out on a pan-India scale.

❖ The study was conducted on a sample with a minimum literacy level of Graduation and upwards. The sample was not open to people less qualified. This opens up the scope for analysing the connection between literacy levels within the society and state of consumerism. This dimension could not be studied because of time constraint.

❖ The study was confined to a certain category of product in the Fast Moving Consumer Goods segment only. A bigger picture would certainly have emerged had the study being conducted across a larger product range and also include services within the scope research.
❖ The respondents are chosen on the basis of Non-probabilistic (Convenient) sampling and so some amount of bias in the opinion cannot be ruled out.

❖ Though all efforts have been made to incorporate accurate information, many opinions received at corporate level and consumer forum level were qualitative. Approximations and inferences drawn on the basis of these opinions leaves some scope for marginal errors.

However despite the limitations mentioned above, the importance of the present study cannot be overlooked. Marketer-consumer relationship is still far from being transparent and consumer forums are yet to deliver. The present study therefore made an honest effort towards bringing out the ground level scenario in this triangular relationship that holds key to better marketing environment for all.
6.2 SCOPE FOR FURTHER RESEARCH

The subject of the present study certainly leaves considerable scope for further research particularly from the standpoint of expanding the domain of the Research base. Bringing more products and services within the scope of the research plan and also expanding the population of the sample are the areas where future research can be directed.

In addition to this the issue also opens up the horizon of Societal Marketing and the larger interest of Consumer and Society. Further studies may be conducted in order to ascertain the relevance of sustainability and societal focus of marketers.

The pattern of consumer-related judgements pronounced by consumer courts is another area that carries huge potential for further research. An analysis of the nature of complaints in particular would reveal the major areas where the marketers tend to damage the interest of the consumer. The issue of delay in justice delivery system is another potential area to work upon. Further studies are also possible in areas like understanding the extent of consumer exploitation in Rural India and a comparison with the state of affairs in Urban India.