CHAPTER 6

LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE RESEARCH

6.1 LIMITATIONS OF THE STUDY

- The study has been conducted only in India’s Post office savings bank sector with the branches functioning in Salem District of Tamilnadu.

- Although the primary objective of this study dealt with the impact of service quality on customer satisfaction and loyalty in India’s post office savings banking sector, it is limited to single sector along with relatively small sample size and extent of sample is performed through convenience sampling method confined with small geographical region. The results obtained cannot be generalized and may not be appropriate to the country as a whole having customers with different demographic profiles.

- As the sample size considered in this study is 550 respondents out of which only 482 are responded with the percentage of 87.40%, which has not covered the entire population. In addition, 12.6% of the questionnaire distributed to the respondents has not been considered for further analysis since they have not properly filled in and cannot be reused due to lack of patience and reluctance of the respondents to respond to questions in the questionnaire.
• Convenience sampling method is carried out for collection of data in this study and no scientific sampling method has been adopted.

• Discriminant analysis is carried out only for the gender category of demographic profile of the respondents as the perception of service quality is mainly based on the personal attitude of the respondents.

• The present study has applied “SERVQUAL” scale for measuring the service quality gap only with six service quality dimensions. The six factors could not be considered as sufficient for measuring the service quality.

• Since the primary objective of this study is analysing the impact of service quality on customer satisfaction and loyalty in India’s post office savings banking sector, only 5 variables are considered in each category (i.e.) customer satisfaction and loyalty.

• The present study is concerned with measuring the customer expectation and perception of service quality in India’s post office savings banking sector, there is no comparison about how customers perceive the service quality in other fiscal sectors.

6.2 **SCOPE FOR FUTURE RESEARCH**

• India’s Post office savings banking sector is one of the ancient banking sector performing its task in every urban and rural area of the Nation through its 1,55,000 post offices. Hence there is distinctly better scope for potential improvement in service quality and it is therefore recommended to conduct longitudinal...
empirical studies in various regions along with additional demographic variables through other sampling techniques so as to get more representation of sample along with deeper insights.

- As this study have dealt with only six service quality dimension of “SERVQUAL”, additional research is necessary and can be carried out by considering more dimensions which is significantly important for the current marketing scenario along with new model so as to reveal the unknown attributes of service quality.

- Since the fiscal services of India encompasses Public sector banks, Private sector banks and Foreign banks, comparative study can be conducted between India’s post office savings banking sector and with the above banks so that precise results regarding customer perception on service quality and its impact on satisfaction and loyalty can be obtained comparatively.

- As this study have analyzed the impact of service quality on customer satisfaction and loyalty in India’s Post office savings banking sector (External Service Quality), future research may consider for measuring the Internal service quality to confirm whether the employees are informed and motivated about the expectation of the customers for the product through horizontal communication and internal coordination which in turn produce effect on External Service quality.

- Future Research may also be conducted by analysing the positioning of product in the customer mind through perceptual mapping method along with analyzing the life time value of the customers and their retention with the particular organisation.