Chapter VII:

EXCLUSION & LIMITATIONS

Most of the population of Ajmer district is Service class compare to Business class people so make them aware and to pursued them to go for Branded clothes is a tough task. Strategies and Promotion Polices has to be given to them.

LIMITATION OF THE STUDY

This study is not without limitations. First, even though a pretest was conducted to refine the measurements used in this study there were several measurement issues. Given the suppressor effect there was a potential discriminant validity issue with subjective norms for Western brands and Western retail formats. Researchers have suggested that subjective norm component of TPB is inadequate, lack of sound measurements being one of its weaknesses, and requires further empirical investigation (Armitage & Conner, 2011). Additionally, this study included two perceived behavioral control constructs to measure perceived behavioral control towards Western brand and perceived behavioral control towards Western retail format separately. However, only perceived behavioral control towards Western retail format had a significant effect on purchase intention, which suggests a possibility of suppressor effect such that effect perceived behavioral control towards Western brands was assimilated by the effect of and perceived behavioral control towards Western retail formats. Therefore, more investigation is warranted to examine the dimensionality of the two subjective norms and the two perceived behavioral control used in this study. Further, only one item was used to measure purchase intentions. The measurement validity of purchase intention construct could have been improved by using a multiple measure. In addition, according to the CFA results, acculturation and need for distinctiveness scales were valid and reliable. However, given the suppressor effect there was significant shared information between the two variables (Massen & Bakker, 2001). Therefore, the measurements for both constructs should be refined further. Finally, the AVE scores for need for differentiation dimension of the need for distinctiveness scale and functional value (price) dimension of the perceived value
scale were below .50. Therefore, the findings should be interpreted with caution and future research needs to continue to refine the scales.

Second, as part of additional analysis, several SEM analyses were conducted to examine the moderating effect of perceived behavioral control on behavioral intentions. Even though, the results revealed that perceived behavioral control moderates a person’s behavioral intention, several fit indices revealed model fit issues. Therefore, caution should be exercised in drawing conclusions. Nevertheless, literature suggests a potential moderating role of perceived behavioral control on attitude, norms, and intentions (Ajzen, 1985, 2001; Giles & Cairns, 1995). Therefore, further research can investigate the interaction effect of perceived behavioral control in the TPB model.

Third, the context of the current study was specific to a product category of apparel; therefore, the ability to generalize findings to other contexts is limited. Future research could improve generalizability of this study’s findings by examining different products with varying level of conspicuousness such as automobiles, detergents, electronic products, home appliances and so on.

The findings of this study suggest that young, urban Ajmer consumers associate Western brands with a high status Western image. At the same time there are control issues such as scarcity and perceptions of expensiveness which dissuade consumers to form purchase intentions towards brands and retail formats from the West. Therefore, a question for future research might be how Western retailers can balance a marketing strategy such that their brands appear within reach in terms of expensiveness and availability, without losing their value as a status signal.

Future research could test the reliability of need for distinctiveness by examining it with a different sample. Further research could examine the predictive ability of need for distinctiveness in explaining consumption patterns in other emerging counties and developed countries. It would be interesting to examine how consumers differ in terms of need for distinctiveness between the collectivist and individualistic societies. In this study, need for distinctiveness was examined in the context of apparel brands that did not fall in luxury markets. Therefore, future research could examine the predictive ability of need for distinctiveness in explaining consumption of luxury goods.
Limitation of the study:

Time constraint:

- Buying behavior of customers varies season to season and affected by the age group also.
- Sample for the study is taken around 980 customers. This also can act as a constraint of this study.
- People whom data is to be collected can be biased on some time and because of lack of awareness and lack of knowledge people can give wrong opinion.
- Since the results have drawn on the basis of information which will be provided by the respondents; chance of response error might be possible. Disinterest of customer may generate non response while collecting data.
Benefits to the study:

1. To self:
   - Knowledge earning
   - Gaining practical exposure of customers buying behavior i.e. which are the factors that influenced their buying pattern.
   - Gaining knowledge about customer preferences.

2. To company:
   - This report will be beneficial for the company and outlets too because from this report they get to know about their customer preferences.
   - From this report they will get the knowledge about required changes in their strategies and customer base.

3. To customers:
   - They will get to know about strategies and work process.
   - From this report they can say their opinion about these strategies, so it is beneficial for them to make all required changes in their favorite brand.