11. LIMITATIONS OF THE STUDY
11. Limitations of the study

1. The study is conducted only in industrial contracting vertical of one organization.

2. Since a control group was not feasible in this case, the impact of external factors like market conditions could not be determined and measured.

3. The situation of FMCG companies is quiet different in terms of role of customer interface staff and therefore, the findings of this study cannot be generalized for that sector.

4. The study was conducted in recessionary market conditions. To an extent, the market conditions did have an impact on the results of internal marketing. The extent of this impact could not be isolated and measured.