Chapter VII
Scope and Limitations of the Study
Introduction

For the present study, the researcher has used both primary and secondary methods of collection of various data and naturally, the data collected is likely to be affected directly or indirectly. Researcher is fully aware of these possibilities and has tried to undertake due care to see that the results would be representative of the universe. The researcher is aware of the following limitations of his work and also the scope for further study.

A. The limitations of the study are broadly classified on the basis of the factors given below:

1. Geographical Constraints

   The researcher had chosen wide geographical spread for the study i.e. Pune Region which included eleven constituencies from urban area, which are as Chichwad, Pimpari, Bhosari, Vadgaon-Sheri, Shivajinagar, Kothrud, Khadakwasala, Parvati, Hadapsar, Pune Cantonment and Kasba Peth. Thus, the selected area is covering population of 30,22,585 male members. By the limited resources available with the researcher, the geographical area was limited. However, the study could have been conducted on a larger geographical area with availability of sufficient resources.

2. Time-frame Constraints

   The study had an instinctive constraint of time frame during which it was conducted. It may not be exaggerating to say that on account of the highly dynamic nature of the cosmetic industry, it is always possible that the data, references and periodicals may become obsolete. Therefore, the study had to be completed in a given time frame. Also, because of having limitations of time the researcher has to limit his study to the selected samples of various types of the male cosmetics consumers in Pune city and its outskirts. There are a number of attributes of the Pune city, that can resemble the Indian cities in general and metropolitans in particular. Since Pune is a city very close to Mumbai-the financial capital of India, and having a vast industrial area including IT parks of global recognition, retail malls with variety of brands available and renowned education institutes, Pune has privilege of having a variety of Socio Economic Class (SEC). This makes the researcher as the appropriate choice.
to limit this study to Pune city and its outskirts. However, it is just possible that Pune region, being in Western Maharashtra, may have certain different characteristics comparing to the other parts of the nation. Being aware of all these factors, the researcher has taken due care to make this study more and more representative and claims that the findings of this research will be mostly applicable to the other parts of the country under similar conditions.

3. Industry Limitations

   India is being targeted by many global cosmetic giants due to its favorable demographics. The modern, urban Indian men and women are becoming increasingly conscious about their style and looks. Although the ‘male cosmetics’ market on the global perspective is expanding with a higher pace, it is still considered a ‘niche’ market as compared to the female cosmetic market in India. Many studies have argued that an increasing number of male consumers have changed their attitude towards physical appearances. Male consumers are now more concerned of their ‘good-looking’ aspect than ever before. This change is observed as the opportunity for male cosmetic industry across the world to gain optimum business from this segment of the society. Moreover, every cosmetics manufacturer is coming with novel ideas to tap the market as well as influence the customers to purchase their specialized products and consequently male cosmetics segment is experiencing the ploy situation at the market place. Thus, the researcher had made every effort to account for these ‘happenings’ in the industry, but it was beyond the scope of the study to cover all the happenings.

4. Parameters of Research Methodology

   The limitations regarding the research methodology are presented below:

   a. Data collection constraints

   At the outset of the need of secondary data, reliability of the presumption and observations naturally depend on the authenticity of the secondary source of information and also the information itself. Of course, while doing so and being aware of these limitations, the researcher herein has taken due care and precautions at very possible stage not allowing any prejudice or bias in the work.
b. **Questionnaire for the respondents**

While collecting the information by means of the questionnaires, some of the information was not solicited by the respondents for certain private reasons. The researcher has many a times experienced during the survey method that some of the respondents were reluctant to disclose certain information for number of obvious reasons like disclosure of the trade secrets, fear of Income Tax departments, suspicious about the motives of the researcher and so on. In such cases, wherever possible, the researcher, in consultation with his guide had to make certain adjustments to suit the data for the purpose of analysis. However, the researcher has taken due care to make this study representative of the whole.

c. **Conceptual Limitations**

The present study is limited to the concept of male cosmetics in India in general and consumers buying decision-making in particular. The researcher would like to clarify specifically that the present study does not pervade the scope of any particular cosmetics categories, brands, specific companies and/or their products. At the same time the categories like soap and oral care are not considered for this study at all. A separate study can be suggested on the above areas which can further extent the depth of knowledge in this regard.

5. **Statistical Limitations**

The research undertaken pertains to the study of the male customers using male cosmetics products and factors influencing their buying decisions. It was beyond the purview of the study to take into consideration the ‘manufactures strategies’ and their ‘promotional activities’ in detail. These factors may also change the occurrence of results into different dimensions if added into the data analysis part.
B. Extent of the study

The researcher believes that the study may interest wide section of community. The individuals interested in the study of cosmetics may find it interesting to know the history of cosmetics and the phases through which this industry has been passing through. As Pune city is representative of many other cities in India, the manufacturers may find the results useful to formulate their policies and strategies for these cities. Apart from manufacturers, the retailers and/or shop owners may get benefited with the results as they could sale their products to new segment of customers more effectively.

C. Researcher’s Contribution

Male cosmetics segment is incredibly new to Indian market. However, there are many manufacturers who are serving the Indian market very successfully. With wide variety of brands and products available at the customers end, it is exceptionally difficult for all the cosmetics manufacturers to sell their products and clutch the market. Though this segment has observed a great potential of growth, a very less work is done by any researcher concerning consumers/customer to locate their behaviour. Thus, the present study contributes a lot to understand the customers/consumers of male cosmetics products and provides the basis to craft the strategies, new product development policies, promotional strategies in this regard. The research will also be useful to the professionals, consultants, industry analysts, and vendors to get in-depth knowledge of customer/consumer behaviour in view of male cosmetic products.

D. Scope for further Research

While considering the limitations of the existing study, the researcher proposes the following scope for the further study:

1. Statistical model developed by the researcher can further be refined to predict the purchase outcome of male consumers for cosmetics products.
2. A similar kind of study can be conducted in rural parts of the country to get more insight into the subject.
3. Researcher suggests that a similar kind of study can be taken-up in respect of different dimensions like female orientation, specific brand/product/company orientation.