CHAPTER 9: Limitations and Scope for Future Research Study

This study has the following limitations:

Resource and time constraints led the researchers to select a limited sampling frame for the purpose of the current research. Although the study offers exciting results and some great managerial implication yet they are not suitable for generalizing to the whole of state or the nation. The use of convenience sampling method by the researchers may have included a sense of biasness while selecting the respondents. So, the researchers suggest the employment of probabilistic sampling and a large sample frame, for all future works towards this direction in order to maximize the reliability and generalizability of the results.

Since only five malls were available at the time of study when undertaken demographic profile of the customers may not be broader. The researchers also recommend to gather data from customers at more number of malls (as they open) in order to broaden the demographic profile. Future work examining the consumer buying behavior of the entire nation so as to compare and benchmark across various cultures within the nation is also of highest need and desire.

The time period considered for the study is limited. A better analysis could have been drawn if a longer time period, for instance 5 years, had been considered for the study because in that case the changes in market scenario along with changes in socioeconomic conditions affecting consumption patterns would have better reflected the relation between the emerging boom in organized retail and its effect on the consumers.

The survey conducted in the course of the study has been restricted to India. A better scenario analysis could have been carried out if an India-specific data had been obtained. Within Indore too, the study is confined to a few selected areas. A better comparative analysis could have been undertaken if a few more areas were incorporated in the study. The survey has been conducted on a cross-section sample of 300 consumers. The sample size could have been increased for a more accurate analysis of data.
In spite of the above limitations, the significance of the present study cannot be overlooked.

When a new mall commences operations in a locality, there is an immediate impact on the neighbourhood which includes the employees, suppliers and consumers of that mall. Even in a latent manner, the malls are re-shaping the nature of our physical and psychological environment. On a broader platform, it thus contributes to the collective identities of our societies. One of the principal objectives of this study has been to examine such change that has encompassed Indore ever since the focus on organized retail has steadily gained ground. Retailers are presently expanding on a massive scale to get the early-mover advantage, consolidating their presence in a particular area and simultaneously identifying new businesses they can expand into, or use to replace less profitable ones. So the need to observe and understand behavior of consumers at the malls, adapt mall layout designs to suit the consumers requirements as per activities demonstrated in the malls and devise appropriate marketing strategies to draw consumers into the store, cannot be undermined in the present accelerated growth scenario of organized retail.

Further research may address the following important questions:

1. Do the various formats of the shopping malls affect the consumers' decision making styles in particular malls?

2. How do cultural factors influence the consumers' decision-making styles in shopping malls?

3. Do the people from different geographical areas of India differ in their decision-making styles in shopping malls?

4. Do the people from urban area and rural area differ in their decision making styles in shopping malls?