

Chapter 8:

Scope and Limitations of the Study

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8.1 Scope

This study focuses on the prepaid telecom sector within the South Gujarat District. It aims to explore the factors influencing brand switching behavior among consumers who use prepaid mobile services in this region. The scope of the research is limited to prepaid telecom users who have either switched brands or are likely to switch, excluding those who have remained loyal to a single telecom provider.

The study will examine key factors such as pricing, network quality, customer service, promotional offers, and consumer satisfaction, and how these factors influence brand switching decisions. The research will consider consumers across various demographics, including age, income, and education, to understand how these factors relate to brand switching behavior in South Gujarat. Data collection will primarily be through surveys conducted within the last two years to capture recent consumer trends in South Gujarat's competitive telecom market.

In addition, the research will employ a quantitative approach, focusing on surveys to gather data from a representative sample of prepaid telecom users in South Gujarat. The findings will be analyzed in the context of the highly competitive telecom market in this region, where factors like new telecom entrants, service quality improvements, and aggressive promotional offers are continually reshaping the landscape.

While the study will provide valuable insights into the prepaid telecom market in South Gujarat, it is important to note that the findings may not be fully applicable to other regions or rural areas of Gujarat, where consumer behavior in the telecom industry might differ. The study will also be limited by the available time frame, focusing on recent trends and excluding long-term shifts in consumer behavior.

8.2 Limitations of the Study

- **Geographical Limitation:** The study's conclusions should be considered within the context of its limitation as it is only conducted for prepaid telecom users of South Gujarat within 4 cities viz- SURAT, NAVSARI, VALSAD, VAPI and which may not be a full representation of the consumer behaviour in other zones of India.
- **Sampling Bias:** The use of non-probabilistic quota sampling could introduce bias, as the sample is not selected randomly. However, the quota sampling ensures demographic diversity in the sample, making it more representative of the population.

- **Time Constraints** : Due to time limitations, the study may not capture how brand switching behaviour evolves over time or account for all the factors influencing consumer decision-making.