

**Limitation of the research**

**&**

**Further scope for study**

## CHAPTER- 10

### **Limitations and Further scope of the study**

Brand franchise is a very vast subject. Somehow this topic has remained untouched from the hands of researchers as not much data is available on the same. No books are written on this subject to high light the importance of such a sensitive factor.

Brand franchise is a fairly new concept as well. It has often been misunderstood as brand equity or brand leverage. Brand franchise is different from all these and thus needs to be studied in-depth.

We have attempted to understand its importance in Indian passenger car industry. This way few more industries can be studied to understand the importance of this subject.

People within and outside the industry with relevant knowledge of the subject were interviewed to get the insight of the current happenings. Thus bringing a point of view from the experienced and knowledgeable group of people.

Customers of different brands were interviewed to get an insight of the preferences of the end user. Total 125 people were interviewed with the help of a questionnaire of 19

questions. Efforts were taken to cover all segment of the industry and as many brands as possible.

Sample size was mainly collected from Mumbai and Thane region and few from Gujarat. People were interviewed from as many different places in Mumbai and Thane area as possible to avoid any cluster of respondents and to cover people from every income group and social status. Care was taken to get opinion from people belonging to different backgrounds.

Questions were kept as simple as possible so that they were understood well and to avoid any confusion from respondents while answering or from the researcher while analyzing them.

Six big players were studied and analyzed. For the purpose of analyzing the brands people within the industry were asked to give their opinion on the subject and the product portfolio of the company.

Inspite of all the care taken to get as accurate data as possible it can't be denied that the sample size is too small to conclude for the entire industry. India has a population of over a billion people thus 125 people alone cannot reflect the thought process of the majority.

Geographically India is too wide spread to be covered in one research's time limit by a single person. Different states have different climatic and infrastructural conditions and thus different necessities take place. All these states need to be studied differently to understand their individual needs and preferences.

Indian passenger car industry is fast growing and shows great potential for faster growth in future. Thus timely update to the facts analyzed by us is necessary. Every day something new is taking place. New models and manufacturers are entering and with changing generations preferences are also changing. Thus constant research should be done to update the facts and to study the change.

Brand franchise needs to be studied on international levels as well. We have studied its influence in Indian market. Next researcher can take a step further and try to gauge its importance in the global market.