

CHAPTER - 8.
Limitations / Directions for Future Research

Limitations

This research was conducted within the framework dictated by certain uncontrollable limitations. At the beginning of this research, the world witnessed the biggest pandemic of this century. This scenario of Covid-19 posed some major challenges during the research, especially during data collection. Apart from this, there were certain limitations posed by the limited resources at hand like the paucity of time, geographical distances to be covered and even financial constraints.

With respect to the results obtained, the following limitations were present –

- Only three cities were considered.

This research was conducted in the three most populated cities of Gujarat according to the Census 2011 data. As per the Census 2011, Ahmedabad was the most populated city, followed by Surat and Vadodara.

- Urban population

In determining the sample size, only the urban population of these three cities was considered. This was done because literature suggested that the concept of organic food products is most prevalent in urban areas. Therefore, the rural population was not considered during sampling.

- Definition of organic food products

The definition of organic food products as provided by the Agricultural and Processed Food Products Export Development Authority (APEDA) is both exhaustive as well as inclusive of foods, medicines and a host of non-food items. This research was undertaken only for organic food products. Other organic items were not included.

Directions for future research

Research can be conducted in other cities, as well as other states. A comparative study can be undertaken between organic food products and conventional food products. This research covered only organic food products. Non-food items were not covered. Further research can include other non-food items.