

Chapter 5 – Research Limitations

5.1 Research Limitations:

In the competitive world of today when all organizations are competing and putting emphasis on improving effectivity of a website or increase chances of success for a website, the fact is that there is no solid way to determine if the website is effective or not. Website success calculation or derivation of an exact ROI figure for the website can be considered as an inexact science except for Ecommerce websites and intranets (Preston, 2003).

The above stated fact that ‘website success cannot be measured exactly’ limits our research parameters and assessment techniques and leads us to prove our topic of discussion through already established assumptions, trends and literatures. For this reason, we cannot relate our complete study to any one whole/consistent study reference/source that could prove our point or prove the fact that our stated processes are ‘the only’ or ‘whole /absolute’ factors that contribute to website success. For the same reason we are unable to establish an exact or calculated ratio of each process for its contribution level in the website success formula.