

1.2 OBJECTIVES OF RESEARCH

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we mention some general objectives of research below:

- (i) To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as *exploratory* or *formulative* research studies);
- (ii) To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as *descriptive* research studies);
- (iii) To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as *diagnostic* research studies);
- (iv) To test a hypothesis of a causal relationship between variables (such studies are known as *hypothesis-testing* research studies).

1.3 TYPES OF RESEARCH

The basic types of research are as follows:

(i) *Descriptive vs. Analytical*: *Descriptive research* includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term *Ex post facto research* for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. *Ex post facto studies* also include attempts by researchers to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods. In analytical research, on the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.

(ii) *Applied vs. Fundamental*: *Applied research* aims at finding a solution for an immediate problem facing a society or an industrial/business organisation, whereas *fundamental research* is mainly concerned with generalisations and with the formulation of a theory. Gathering knowledge for knowledge's sake is termed fundamental research. Research concerning some natural phenomenon or relating to pure mathematics are examples of fundamental research. Similarly, research studies, concerning human behaviour carried on with a view to make generalisations about human behaviour, are also examples of fundamental research. However, research aimed at certain conclusions facing a concrete social or business problem is an example of applied research. Research to identify social, economic or political trends that may affect a particular institution, marketing research, evaluation research are examples of applied research. Thus, the central aim of applied research is to discover a solution for