CHAPTER - 9

Problems in Identification of Additional Factors
Problems in Identification of Additional Influential Factors

Whatever may be the types of research works and studies, one thing that is important is that they all meet on the common ground of scientific method employed by them. One expects scientific research to satisfy the criterion. Before the problems in identification of additional influential factors be discussed, it is reasonable to mention general precautions, which were taken care of.

(1) Attempts were made that the purpose of the research was clearly defined and common concepts were used.

(2) Attempts were made that the research procedure used were described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.

(3) Attempts were made that the procedural design of the research was carefully planned to yield results that were as objective as possible.

(4) Attempts were made to report with complete frankness; flaws in procedural design and estimate their effects upon the findings.

(5) Attempts were made that the analysis of data be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate. The validity and reliability of the data should be checked carefully.

(6) Attempts were made that Conclusions should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.

9.1 **CRITERIA OF RESEARCH:**

the criteria of research consist of the following -

**Good research is systematic**

It means that research is structured with specified steps to be taken in a specified sequence in accordance with the well-defined set of rules. Systematic characteristic of the research does not rule out creative thinking but it certainly does reject the use of guessing and intuition in arriving at conclusions.
Problems in Identification of Additional Influential Factors

This implies that research is guided by the rules of logical reasoning and the logical process of induction and deduction are of great value in carrying out research. Induction is the process of reasoning from a part to the whole whereas deduction is the process of reasoning from some premise to a conclusion, which follows from that very premise. In fact, logical reasoning makes research more meaningful in the context of decision-making.

Good research is empirical

It implies that research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to results.

Good research is replicable

This characteristic allows research results to be verified by replicating the study and thereby building a sound basis for decision.

9.2 PROBLEMS COUNTERED BY RESEARCHERS IN INDIA.

Researchers in India, particularly those engaged in empirical research, are facing several problems. Some of the important problems are as follows-

The lack of a scientific training in the methodology is a great impediment for researcher in our country. There is paucity of competent researchers. Many researchers take a leap in the dark without knowing research methods. Most of the work, which goes in the name of research, is not methodologically sound. Research to many researchers and even to their guides, is mostly a scissor and paste job without any insight shed on the collated materials. The consequence is obvious, viz., the research results, quite often, do not reflect the reality or realities. Thus, a systematic study of research methodology is an urgent necessity. Before undertaking research projects, researchers should be well equipped with all the methodological aspects. As such, efforts should be made to provide short duration intensive courses for meeting this requirement.
There is insufficient interaction between the university research departments on one side and business establishments, government departments and research institutions on the other side. A great deal of primary data of non-confidential nature remains untouched/untreated by the researchers for want of proper contacts. Efforts should be made to develop satisfactory liaison among all concerned for better and realistic researches. There is a need for developing some mechanisms of a university-industry interaction program so that academics can get ideas from practitioners on what needs to be researched and practitioners can apply the research done by the academics.

Most of the business units in our country do not have the confidence that the material supplied by them to researchers will not be misused and as such they are often reluctant in supplying the needed information to researchers. The concept of secrecy seems to be sacrosanct to business organization in the country so much so that it proves an impermeable barrier to researchers. There is the need for generating the confidence that the information/data obtained from a business unit will not be misused.

Research studies overlapping one another are undertaken quite often for want of adequate information. This results in duplication and fritters away resources. The problem can be solved by proper compilation and revision, at regular intervals, of a list of subjects on which and the places where the research is going on. Due attention should be given toward identification of research problems in various disciplines of applied science which are of immediate concern to the industries.

There does not exist a code of conduct for researchers and inter-university and inter departmental rivalries are also quite common. Hence, there is a need for developing a code of conduct for researchers, which, if adhered sincerely, can win this problem.

Many researchers in our country also face the difficulty of adequate and timely secretarial assistance, including computer related assistance. This causes unnecessary delays in the completion of research studies. All possible efforts are made in this direction so that efficient secretarial assistance is made
available to researchers and that too well in time. University Grants Commission must play a dynamic role in solving this difficulty.

Library management and functioning is not satisfactory at many places and much of the time and energy of researchers are spent in tracing out the books, journals, reports, etc., rather than in tracing out relevant material from them.

There is also the problem that many of our libraries are not able to get copies of old and new Acts / Rules, reports and other government publications in time. This problem is felt more in libraries, which are away in places from Delhi and / or the state capitals. These efforts should be made for the regular and speedy supply of all governmental publications to reach our libraries.

There is also the difficulty of timely availability of published data from Government’s various other agencies doing this job in our country. Researcher also faces the problem on account of the fact that the published data vary quite significantly because of differences in coverage by the concerning agencies.

There may, at times, take place the problem of conceptualization and also problems relating to the process of data collection and related things.

9.3 PROBLEMS IN IDENTIFICATION OF ADDITIONAL INFLUENTIAL FACTORS:

- Level of inequality and perception difference of respondents.

This was very disturbing to me as a researcher when the approached consumer was unable to understand concept of the question. Their level of education did not make them competent to reply as a right respondent.

- Inconvenience faced by respondents

Questionnaire has sufficient no. of questions to be replied by the respondents but respondent do not find himself or herself at ease to reply all these questions
because of his busy routine schedule. He or She was required to apply his or her mind up to some extend but they were not prepared to take small pain until unless they were either known to me or very much convinced with the idea.

- **Unequal income level of respondents.**

Air conditioners & Water purifiers are considered the expensive products. These products are generally suitable for the higher income group. However these days up-coming middle class is the potential consumer for these products. Responses of the respondents were highly dependent upon income of the respondents. We had to be very much careful in selecting respondents on the bases of this characteristics also.

- **Respondent's hesitation.**

Respondents did not always share their personal information to me and We can not claim to have right information on their part because they might provide wrong information.

- **Complex nature of consumer behaviour.**

It is not easy to read the minds of the consumers hence their behaviour were unpredictable. Consumers themselves do not know about their micro level consumer behaviour as why they purchased air conditioners & water purifiers or why not they purchased the same. It could not be done with the help of questionnaire mere by asking a few questions through it.

- **Difficulties in reasoning judgment.**

Consumer has to be directed by many subconscious things, which might not be appearing on the face of it. Consumer finds it very difficult to establish reasoning to his each & every consumer related behaviour because his doing or non-doing of any thing may have more than one reasoning and those might not very much clear in their minds also.
• Products in questions are not in common use.

It was difficult to find appropriate respondents for air conditioners & Water purifiers because these products are not widely used. These products are now at growth phase of product life cycle hence the majority of the population or households did not own the same.

• Lack of availability of up to date data

Web sites are now fast growing as one of the important source of reliable information but up-dated required local data is not available on it especially for the Jhansi region. Libraries are not having related and up-dated information on current & new topics.

• Sequence of purchase is not easily recalled

It was asked in what sequence they (respondent) purchased some of the specific household appliances but to exactly answer this question much stress is to be given to recall it because the purchase of these items might have taken a long time (A few years).

• Lack of identification of influential factors.

There may be plenty of possible reasoning for the purchase or non-purchase of Air & water conditioning devices but it was difficult to identify some of the important influential factors for deciding their behaviour. There may be personal bias of mine as a researcher in deciding these factors for this study.