

Exploratory Research: Purpose And Process

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Exploratory research (qualitative research) is employed to develop initial ideas and insights and to provide direction for any further research needed (Churchill & Iacobucci, 2005 ; Aaker et. Al. 2007). An exploratory study is essential when a researcher needs to identify problems, defines the problem more precisely and identifies any specific objectives or data requirements to be addressed through additional research (Kinnear & Taylor, 1996). The exploratory research is highly flexible, unstructured and qualitative (Aaker et. al. 2007). Exploratory research is when a study is undertaken with the objective either to explore an area where little is known or to investigate the possibilities of undertaking a particular research study.