Objective of Research

The objective of a research project is to summarize what is to be achieved by the study. These objectives should be closely related to the research problem. The general objective of a study states what researchers expect to achieve by the study in general terms. It is possible (and advisable) to break down a general objective into smaller, logically connected parts. These are normally referred to as specific objectives. Specific objectives should systematically address the various research questions. They should specify what you will do in your study, where and for what purpose. The formulation of objectives helps in narrowing study down to its essentials, avoid the collection of data which are not strictly necessary for understanding and solving the problem you have identified as well as organize the study in clearly defined parts or phases.

The Objective of the present work

a) Identify the characteristic USP and Image parameters of Oil Marketing PSUs in India with specific reference to Indian Oil Corporate Limited
b) Define the expectations of Stakeholders both Internal and External
c) Evaluate Image perceptions in the Media
d) Evaluate Brand Value perceptions
e) Evaluate Brand Communication Strategy