1. Social science deals with the study of society and the relationship among individuals within society. It includes business, sociology, commerce, demography, etc. Social science research provides authentic information to the people that are scientifically proven so that end users can rely upon it. It also helps us in finding the solutions to different social problems. It focuses on the fact that if we are able to find the root cause of any problem, we can find the more effective solution to it.
2. Social science is involved everywhere starting from healthcare sector to business world. It also contributes to social welfare, formulation of theories, and development of methodology, social planning, prediction, and control.
3. Social scientists are involved with solving many of the world’s biggest issues like cyber security, finding a cause of various new diseases and evolving new strategies for defense challenges faced by the countries. Various countries also take help from social researchers in order to deal with the day to day challenges faced by them. If we consider the field of medicine, [social scientists](https://en.wikipedia.org/wiki/Social_Scientist)work closely with different organizations. For finding the cause of any new disease, studying the environmental conditions is equally important as studying the cause and pathogen responsible for the disease.
4. Social science is also in great demand in the business world, specifically in the aviation industry. They help the companies to understand its customers well by providing them information about the travel patterns, use of services, etc. Social science research can help the [industries](https://www.sociologygroup.com/mineral-wealth-industries-agriculture-mediterranean-region/) in gaining customer satisfaction by giving them useful insights into customer behaviors. This can lead to business growth and higher profitability of the firms.
5. Businesses are always interested in knowing more about their customers. Knowing the customers well ease their several purposes. If they know the behaviors of the customers, they can design the products accordingly. It decreases their marketing efforts and even if it is required, it can be strategically planned in the required manner. It not only decreases the overall cost but also provides a better profitability. The brand name of the company gets higher visualization in the market. Technology can serve the purpose of increasing profits but social science research can add a flavor of value to it.
6. Social research makes social unity possible by providing solutions to the social groups and castes. It finds the cause of such issues and provides a solution to resolve the same. It also brings structural change in the life of people by studying more about the social situations. The research brings about a positive change in the society. The societal behavior is studied and analyzed to achieve broad goals.
7. Social research also contributes to societal development by increasing creativity and innovation. The new idea leads to the up-gradation of society. Focusing on research enhances the knowledge thereby giving more power to the society. Creativity and innovation help in formulating new theories that help in the upliftment of the societal behavior. Social science research studies various theories on motivation, personality, leadership, team skills, etc. that are already accepted. It changes the already accepted principles through its new research methodologies.
8. Social research studies the society and helps in making laws for the benefit of the government. It helps in smooth functioning of the society by bringing social order and control. The research studies the trends of the past and predicts the future. The prediction of the future trends many tasks, may it be businesses, government or the society. The government can make the rules by taking in consideration about the future trends and the businesses can design their strategies in the same way