
Use pattern of Information Resources by the Users of Select NIFT Centres in India: A Comparative Study

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Abstract

The study investigates the pattern of information resources by the users of select NIFT centres in India. A total of 410 questionnaires were distributed among the sample of the study and in response 321 fully filled questionnaires were received, with an overall response rate of 78.29%. The study highlights the Information resources and services, facilities, Use of Internet, place of access, the purpose of use, types of services, and level of satisfaction of select NIFT Centres (Bengaluru, Hyderabad, Mumbai and New Delhi.)

Keywords

Information Resources; Services; Usage; Use of Internet; NIFT Centres in India.

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INTRODUCTION

Information is very important to every aspect of today's information society or human being. In the case of academicians, researchers and students it is even more important because they all need right and updates information for their research need. The library is the most widely-used source of information available to literate societies. Librarians must be aware of the kind of information being sought and how it can be obtained. Because of the rapidly escalating cost of purchasing and archiving print journals and electronic media, the library has the duty to provide and maintain efficient services. Technological advancements and innovations have changed today libraries from store house to gateways of information. In this regard the user's characteristics in retrieving/accessing of information as also changed drastically. Information seeking behaviour is a broad term, it involves a set of actions that take by individuals or groups to show their information need, seek information, check & select the information to fulfill their requirement or information needs. The process of the information acquiring, using and implementing information are known as information seeking behaviour.

Today, due to the impact of information technology, present educational scenario, the advent of e-media into education such as the Internet, tablet, computers and social media etc. has had an impact on access to information and information seeking behaviour of individuals. This situation requires studying how best the students and faculties' information seeking behaviour, especially, reading habits in the current changing learning environment are influenced. Course content and the way of its delivery have been changed from class room to the web based environment. This aspect necessitates studying how students and faculty seek information related to their course. Librarian and library staff have to know and examine the criteria of information seeking and information use by users for providing information services, designing new information systems, invert in the operation of existing systems.

OBJECTIVES OF THE STUDY

The objectives of the present study are:

- To find out the users with the purpose of seeking information by the students in National Institute of Fashion Technology.

- To study the method of searching information by the students in National Institute of Fashion Technology.
- To study the various information resources being used by the student's faculty members.
- To examine the respondents with their frequency of resource centre visit.
- To understand the level of satisfaction derived from seeking information and the availability of information resources.

METHODOLOGY

For the purpose of the data collection, a well-structured questionnaire was designed and distributed to 410 respondents identified as students in the four select NIFT Institutes across India out of which 321 filled-up questionnaires were received back consisting of 78.29 %responses. The filled questionnaires were organized, coded and analyzed using SPSS. The data were interpreted in the light of the objectives and hypotheses stated in the first chapter. In analyzing and interpreting the data, different statistical tests like Percentage, X^2 (Chi-square) test, and Cramer's V test were adopted. Tables, charts, and graphs were used to make the presentation clear and simple. The detailed interpretation of data is presented in chapter five; the summaries of findings are presented in the succeeding section.

This study is intended to cover the information seeking behaviour of the students at Four NIFTs (National Institute of Fashion Technology) Ministry of Textile, Government of India, located in New Delhi, Mumbai, Bengaluru, and Hyderabad, chosen based on the geographical distribution in the country and It is limited under graduate and post graduate students of NIFT and who are studying regular mode only. The study aims mainly to determine the Information Seeking behaviour of NIFT students in India and how the libraries meet those information needs.

DATA ANALYSIS

The data collected by using different methods were analyzed, interpreted and presented in the following tables.

Primary purposes of seeking information

Table 1: Distribution of the Questionnaire among the students

Category of Centre	Questionnaire Distributed	Questionnaire Received	Percentage
NIFT, Bengaluru	100	86	86.00 %
NIFT, Mumbai	100	81	81.00 %
NIFT, Hyderabad	90	75	83.33 %
NIFT, Delhi	120	79	65.83 %
Total	410	321	78.29 %

From the table (1) we can understand that, the total respondents from various institutes constitutes the highest number of questionnaires has been received from NIFT (Bangalore), 86 (86.00%), followed by 75 (83.33 %) of NIFT (Hyderabad), 81 (81.00 %) of NIFT (Mumbai) and 79 (65.83 %) of questionnaires have been received from NIFT (New Delhi).

Gender wise distribution

Table 2: Gender Wise Distribution of Students

Gender	Category of Center				Total (321)
	NIFT,B (N=86)	NIFT, M (N=81)	NIFT, H (N=75)	NIFT, ND (N=79)	
Male	22 (25.2%)	20 (24.9%)	24 (33.3%)	19 (24.0%)	85 (26.4%)
Female	64 (74.4%)	61 (75.3%)	51 (66.6%)	60 (75.9%)	236 (73.5%)

Note: Figures in the parentheses indicate percentage

From the above table (2) is clear those majority of responded 64 (51.05%) of NIFT, Bengaluru students, followed by 61 (75.3%) NIFT, Mumbai students, about 51 (66.6%) off, Hyderabad students and 60 (75.9%) of NIFT, New Delhi students are 'female', where as 22 (25.2%) of NIFT, Bengaluru students, followed by 20 (24.9%) of NIFT, Mumbai students, about 24 (33.3%) NIFT, Mumbai students and 19 (24.0%) of NIFT, New Delhi students are 'male'.

From the above analysis. It is clear that female student's variable predominately positioned than male faculty variables NIFT centers

Table 3: Primary purposes of seeking information

Primary Purpose	Institutes				Total (N=321)
	Bengaluru (N=86)	Hyderabad (N=75)	MUMBAI (N=81)	NEWDELHI (N=79)	
General Knowledge	50 (58.1%)	29 (38.7%)	53 (65.4%)	21 (26.6%)	153 (47.7%)
Preparation of Projects/Research	13 (15.1%)	56 (74.7%)	66 (81.5%)	55 (69.6%)	190 (59.2%)
Preparation for class notes/ assignment	60 (69.8%)	42 (56.0%)	66 (81.5%)	62 (78.5%)	230 (71.7%)
Preparation of papers for Conference / Journal/Workshop	37 (43.0%)	30 (40.0%)	32 (39.5%)	19 (24.1%)	118 (36.8%)
Preparation for Spectrum/Graduation shows/Fashion shows events	32 (37.2%)	32 (42.7%)	54 (66.7%)	42 (53.2%)	160 (49.8%)
Information about previous work done in your field	26 (30.2%)	39 (52.0%)	52 (64.2%)	54 (68.4%)	171 (53.3%)
Information about current developments in your field	75 (87.2%)	47 (62.7%)	72 (88.9%)	46 (58.2%)	240 (74.8%)

(Note: Figures in parentheses indicate percentage and because of multiple choice options the percentage is exceeded to more than 100 %.)

It is noted from the Table-(3) that, about 50(58.1%) of the students in NIFT Bengaluru Primary purposes of seeking information is to General Knowledge, followed by 56 (74.7%) of students in NIFT Hyderabad seeking information to Preparation of Projects/Research, 62(78.5%) of students in NIFT New Delhi Primary purposes of seeking information is to Preparation for class notes/ assignment, 37(43.0%) of students in NIFT Bengaluru to Preparation of papers for Conference / Journal/Workshop, 54(68.4%) of students in NIFT New Delhi Primary purposes of seeking information

is to Information about current developments in your field, 45(52.3%)of students in NIFT Bengaluru to Information about current developments in your field.

Method of searching information

The NIFT users visit their Institute libraries for searching information from the various sources like books, journal, and online full-text sources. The method of searching information from the various sources by NIFT users are presented in table (4)

Table 4: Method of searching information

Sources	S/N	N=321					Test Statistics X ² and P
		Always	Very Often	Sometimes	Rarely	Never	
Books	1	103 (32.1%)	83 (25.9%)	84 (26.2%)	34 (10.6%)	17 (5.3%)	X ² =83.96; P=000
	2	163 (50.8%)	68 (21.2%)	61 (19.0%)	22 (6.9%)	7 (2.2%)	
Journal	1	109 (34.0%)	73 (22.7%)	84 (26.2%)	38 (11.8%)	17 (5.3%)	X ² =83.96; P=000
	2	140 (43.6%)	74 (23.1%)	78 (24.3%)	22 (6.9%)	7 (2.2%)	
Online Full text sources	1	173 (53.9%)	81 (25.2%)	47 (14.6%)	16 (5.0%)	4 (1.2%)	X ² =286.02; P=000
	2	114 (35.5%)	83 (25.9%)	71 (22.1%)	38 (11.8%)	15 (4.7%)	

(Note: 1-Always, 2- Very Often, 3-Sometimes, 4-Rarely, 5- Never)

Books

The table indicates that, for the parameter ‘consulting the index’, about 32.1% of them indicated always, followed by 26.2% of them indicated sometimes, nearly 25.9% of them indicated very often, 10.6% of them indicated rarely and only 5.3% of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=83.96$; $p=.000$), having ‘always’ responses significantly high, the rest of the responses. Similarly, for the parameter ‘Reading the content page’ a majority 50.8% of them indicated always, about 21.2% of them indicated very often, followed by 19.0% of them indicated sometimes, 10.6% of them indicated rarely and only 5.3% of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=231.13$; $p=.000$), having always responses significantly high.

Journal

Consulting the index pages: When responses for a method of searching information to consulting the index pages to visit library are analyzed, 34.0% of them indicated always, 26.2% of them indicated sometimes, 22.7% of them indicated very often, 11.8% of them indicated rarely and only 5.3% of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=83.96$; $p=.000$), having always responses significantly high.

Reading the content page: When responses for a method of searching information to reading the content page to visit library are analyzed, 43.6% of

them indicated always, 24.3% of them indicated sometimes, 23.1% of them indicated very often, 6.9% of them indicated rarely and only 2.2% of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=172.66$; $p=.000$), having always responses significantly high.

Online Full-text sources

Searching by Keywords: When responses for a method of searching information to searching by keywords to visit library are analyzed, a majority 53.9% of them indicated always, 25.2% of them indicated very often, 14.6% of them indicated sometimes, 5.0% of them indicated rarely and only 1.2% of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=286.02$; $p=.000$), having always responses significantly high.

Searching by Title: When responses for a method of searching information to searching by title to visit library are analyzed, 35.5% of them indicated always, 25.9% of them indicated very often, 22.1% of them indicated sometimes, 11.8% of them indicated rarely and only 4.7% of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=93.25$; $p=.000$), having always responses significantly high.

Visiting Behaviour to Resource Centre/ Library

The investigator to understand the variables behaviour aspect towards resource centre usages asked the respondents to furnish their opinion on why, how and the frequency of their visit based on the parameters set the responses are presented below.

Table 5: Visiting Behaviour to Resource Centre/ Library

Parameters	NIFT, Centres				Total (N=321)	Test Statistics	
	NIFT, B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)		X^2 and P	CV and P
Motivation from faculty	33 (38.4%)	30 (40.0%)	37 (45.7%)	27 (34.2%)	127 (39.6%)	$X^2=174.29$ P=.000	CV=.116; P=.192
Resource centre conducive environment	23 (26.7%)	53 (70.7%)	81 (100.0%)	54 (68.4%)	211 (65.7%)	$X^2=31.77$ P=.000	CV=.56 P=.000
Awareness created through librarians	43 (50.0%)	31 (41.3%)	75 (92.6%)	32 (40.5%)	181 (56.4%)	$X^2=5.23$ P=.000	CV=.431 P=.000

(Note: Figures in the parentheses indicate percentage)

The table-5 shows that a certain percentage of variable indicated that they get guidance and motivate from the respective faculty members the use the resource centre. Accordingly, 38.4% from NIFT Bengaluru, 40% of them NIFT Hyderabad, 45.7% from NIFT Mumbai, and 34.2% from NIFT New Delhi indicated on this particular parameter of ‘motivation from faculty’.

Among the parameter set in the conducive environment of the resource centre to draw the user community to their respective premises, NIFT Mumbai registered overwhelmingly that they visit resource centre due to conducive and environment. So also 26.7% of the variables from NIFT Bengaluru,

70.7% variable from NIFT Hyderabad and from NIFT New Delhi 68.4% of them indicate that response to this particular parameter.

Similarly, the parameter set on the awareness created through librarians to visit and utilize the sources and services of the resource centre. Accordingly, Majority 92.6% of the ‘yes’ responses from NIFT Mumbai, nearly 50.0% of the variables from NIFT Bengaluru, 41.3% of the samples from NIFT Hyderabad and 40.5% of the variables from NIFT New Delhi indicated on this particular parameter of awareness created by librarians.

Place of access to the Internet.

Table 6 : Place of access to the Internet.

Parameters	Category of Institutes				Total (N=321)	Test Statistics X ² and P
	NIFT, B (N=86)	NIFT, H (N=75)	NIFT, M (N=81)	NIFT, ND (N=79)		
Department	61 (70.9%)	30 (40.0%)	60 (74.1%)	40 (50.6%)	191 (59.5%)	X ² =11.59; P=.001
Resource Centre	---	53 (70.7%)	81 (100.0%)	55 (69.6%)	189 (58.9%)	X ² =10.12; P=.001
Home	67 (77.9%)	62 (82.7%)	62 (76.5%)	58 (73.4%)	249 (77.6%)	X ² =97.59; P=.000
Through Smartphone	77 (89.5%)	59 (78.7%)	81 (100.0%)	70 (88.6%)	287 (89.4%)	X ² =199.40; P=.000

The Table- (6) also depicts that the parameter of ‘Department’. Among the respondents 60(74.1%) are NIFT Mumbai students prefer to access the Internet at the department, followed by 61(70.9%) are NIFT Bengaluru students, nearly 40(50.6%) are NIFT New Delhi students and 30(40.0%) of the respondents from NIFT Hyderabad students. Chi-square test revealed a significant difference between frequencies of responses (X²=11.59; P=.001)

Usage of Information Resources at Resource Centre.

Fashion design students have been using different conventional sources of information even before the advent of e-resources. The preference of using various forms of conventional and electronic information resources by students of the 4 NIFT Institutes ‘resource center’ for their academic work and research activities was studied. Table (7) depict the summary statistics and ranking of 6 different types of information sources and the frequency of usage obtained on a five-point scale from the respondents.

Table 7: Usage of Information Resources at Resource Centre

S/N	Information Resources	1-Always, 2-Very Often,3-Sometimes, 4-Rarely, 5-Never					Test Statistics X ² and P
		1	2	3	4	5	
1	Books	73 (22.7%)	128 (39.8%)	94 (29.3%)	26 (8.1%)	--	X ² =295.98; P=.000
2	Journals / Magazines	198 (61.7%)	88 (27.4%)	32 (10.0%)	3 (0.9%)	--	X ² =276.89; P=.000
3	Every month reports	25	63	133	77	23	X ² =126.67;

		(7.8%)	(19.6%)	(41.4%)	(24.0%)	(7.2%)	P=.000
4	Fashion Forecast resource(Promostyl) print	81	117	58	52	13	X ² =91.57;
		(25.2%)	(36.4%)	(18.1%)	(16.2%)	(4.0%)	P=.000
5	Fabric swatches	22	101	60	54	84	X ² =56.83;
		(6.9%)	(31.5%)	(18.7%)	(16.8%)	(26.2%)	P=.000
6	Costume collection	35	130	57	50	49	X ² =88.26;
		(10.9%)	(40.5%)	(17.8%)	(15.6%)	(15.3%)	P=.000

The above table-7 shows that, When responses for use of information resources by various NIFT resource center are analyzed for the parameter of Books, about 39.8% variables indicated very often, 29.3% of the samples says sometimes, about 22.7% respondents indicated always and only 8.1% of the respondents mention rarely. Chi-square test revealed a significant difference between frequencies of responses (X²=295.98; p=.000) having very often responses significantly high.

Similarly, for the parameter 'Journals / Magazines' a majority 61.7% of them indicated always, about 27.4% of the samples say very often, followed by 10.0% of the responses indicated Sometimes, only 0.9% indicated rarely and none of them indicated never. Chi-square test revealed a significant difference between frequencies of responses (X²=276.89; p=.000), having always variables significantly high, the rest of the samples.

Regarding the parameter 'Every month reports' 41.4% of the respondents indicated 'Sometimes', 24.0% of the samples mention Rarely, followed by 19.6% of them indicated very often, nearly 7.8% of them says always and only 7.2% of the variables mention never. Chi-square test revealed a significant difference between frequencies of responses (X²=126.67; p=.000) having 'Sometimes' variables significantly high, the rest of the samples.

The parameter of 'Fashion Forecast resource' out of 321 responses 36.4% of the variables indicated 'Very Often' followed by 25.2% of the respondents says always, nearly 18.1% of them indicated 'sometimes', about 16.2% of the respondents mention 'rarely' and only 4.0% of them indicated 'never'. Chi-square test revealed a significant difference between frequencies of responses (X²=91.57; p=.000) having 'very often' responses significantly high.

Regarding the parameter 'Fabric swatches' 31.5% of the respondents mention 'very often', followed by 26.2% of the samples say 'never' nearly 18.7% of them indicated 'sometimes' about 16.8% of the respondents say 'rarely' and remaining 6.9% respondents mention 'always'. Chi-square test revealed a significant difference between frequencies of responses (X²=56.83; p=.000) having 'very often' responses significantly high than rest of the variables.

The parameter of the 'Costume collection' 40.5% of the respondents mention 'very often', followed by 17.8% of the samples say 'sometimes' about 15.6% of the respondents say 'rarely', 15.3% respondents mention 'never' and remaining 10.9% of the respondents says 'always'. Chi-square test revealed a significant difference between frequencies of responses (X²=88.26; p=.000) having 'very often' responses significantly high.

Level of Satisfaction with Resource Center Sources

Table 8: Level of Satisfaction with Resource Center Sources

S/N	Sources	1	2	3	4	5	Test Statistics
1. highly satisfied, 2. Satisfied, 3. Fairly Satisfied, 4. Slightly Satisfied, 5. Not at all Satisfied							Chi-Square
1	Books	149	144	23	5	0	X ² =.323;
		46.4%	44.9%	7.2%	1.6%	0.0%	P=.000
2	Journals / Magazines	163	109	35	14	0	X ² =.380
		50.8%	34.0%	10.9%	4.4%	0.0%	P=.000
3	Forecast resource(Promostyl)print	173	98	26	24	0	X ² =.448;
		53.9%	30.5%	8.1%	7.5%	0.0%	P=.000
4	Costume/ Designer/ Textile collection	88	106	64	47	16	X ² =.690;
		27.4%	33.0%	19.9%	14.6%	5.0%	P=.000

5	Resource materials from Materials Wing of NIFT	110 34.3%	44 13.7%	69 21.5%	73 22.7%	25 7.8%	$X^2=.612;$ $P=.000$
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It is evident from the table (8) indicates that, for the parameter 'Books', about 46.4% of them indicated Highly Satisfied, and more are less similar percentage 44.9% of them indicated Satisfied, nearly 7.2% of them indicated Fairly Satisfied and only 1.6% of them indicated Slightly Satisfied and none of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=.323$; $p=.000$), having 'Highly Satisfied' and 'Satisfied' responses significantly high, the rest of the responses.

Journals / Magazines: A large majority 50.8% of them indicated Highly Satisfied, followed by 34.0% of them indicated Satisfied, about 10.9% of them indicated Fairly Satisfied and only 4.4% of them indicated Slightly Satisfied and none of them indicated ever. Chi-square test revealed a significant difference between frequencies of responses ($X^2=.380$; $p=.000$), having 'Highly Satisfied' responses significantly high.

Forecast resource (Promostyl) print

A large majority 53.9% of them indicated Highly Satisfied, followed by 30.5% of them indicated Satisfied, about 8.1% of them indicated Fairly Satisfied more are less similar percentage 7.5% of them indicated Slightly Satisfied and none of them indicated never. Chi-square test revealed a significant difference between frequencies of responses ($X^2=.448$; $p=.000$), having 'Highly Satisfied' responses significantly high, then rest of the responses.
Costume/ Designer/ Textile collection: 33.0% of them indicated Satisfied, followed by 27.1% of them indicated Highly Satisfied, 19.9% responses are Fairly Satisfied, about 14.6% of the samples indicated Slightly Satisfied and only 5.0% of them indicated Not at all Satisfied. Chi-square test revealed a significant difference between frequencies of responses ($X^2=.690$; $p=.000$), having 'Satisfied' responses significantly high, then rest of the responses.

MAJOR FINDINGS OF THE STUDY

- 236(73.5%) of the respondents are female
- 230(71.7%) of students Primary purposes of seeking information is to Preparation for class notes/ assignment.

- 240(74.8%) of students Primary purposes of seeking information is to Information about current developments in your field.
- a majority 50.8% of them indicated the method of searching information by the book through 'consulting the index'
- Out of 321 variables, 211(65.7%) of the respondent's opined their visiting behaviour to resource centre is 'Resource centre conducive environment,
- Out of 81 respondents, 75(92.6%) of the samples are from NIFT, Mumbai students opine visiting behaviour to resource centre by Awareness created through librarians.
- On the whole 104 (32.30%) of the respondent's visit the resource centre Twice in a week.
- On the whole, when responses for use of information resources by various NIFT resource center are analyzed for the parameter of Books, about 39.8% variables indicated very often,
- Out of the total 321 respondents, 287 (89.4%) are preferred to access the Internet 'Through smart phone'.
- The parameter 'Books', 46.4% of them indicated Highly Satisfied.
- A large majority 53.9% of them indicated Highly Satisfied for the source of Forecast resource (Promostyl) print.

CONCLUSION

Although the core of the library service remains same information providing and services to the user community are continue to grow change occur frequently. Libraries must understand Information seeking behavior of users to satisfy with library sources and services. To help the users to use online information efficiently. An orientation is to the users for using E-resources sources and services. This paper identifies the generally consulting sources of information by the students of selected NIFTs in India. The students of NIFTs are seeking information for the primary purposes of 'Preparation for class notes/ assignment, and 'Information about current developments in their field'. This study suggests to provide more awareness programs is the students about the availability of the resources. Information professionals must understand Information seeking behaviour of the students to re-engineer their services

and provide information accurately and thereby upgrade the library services in harmony with Information seeking behaviour.

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