INFORMATION SEEKING BEHAVIOUR OF STUDENTS OF NATIONAL INSTITUTE OF FASHION TECHNOLOGY CENTRES IN SOUTH INDIA

Sreenivasulu, M[1] and Padmini, K[2]
[1]Librarian ,Government Degree & PG College , Nagari,Chittoor Dist,Andrha Pradesh.
[2]Professor , Dept. of Library and Information Science, S.V. University , Tirupati , Chittoor Dist , Andrha Pradesh.

ABSTRACT

This paper is an outcome of the research study conducted by the authors on informaiton seeking behaviour of students of National Institute of Fashion Technolgy Centres in South India. The data has been collected through sturctured questionnaire from the students and analyzed with the help of SPSS for approriate statistical analyais. This study shows that most of the students have given to 1st place to 'Internet', followed by 'Friends' for consulting the sources for general information. The study noticed that 'Preparing Assignments' occupies 1st place in terms of purpose of seeking information by the students followed by 'Update Knowledge'. The study suggested that proper training should be provided to students for using the resources and services offered by resource centres through conducting orientation programmes time to time.

Sreenivasulu, M

KEYWORDS:*Information Seeking Behaviour, National Institute of Fashion Technology (NIFT), Weighted Mean (WM), Fashion, Analysis of Variance (ANOVA)*

INTRODUCTION :

Information is a key resource which is essential for survival in today's competitive world. It is a vital component for the socio-economic and cultural development of any nation or individual. Information collection, transfer and use are all pervasive and have become universal activities in all walks of life. Information becomes

more meaningful and effective when it is transferred and communicated. The purpose of transfer and communication of information is its use.

With the advancement of digital technology, even small information related to international and national fashion scenario is accessible to all people within seconds. A few years ago the source of information for the fashion industry was only through newspapers and magazines which were very few and had a limited circulation. Today internet and websites of magazines are having more hits in a day than the circulation of their publications. The main reason for the success of the online media could be further ascertained with the fact that digital media is becoming the fastest way to communicate with the world for spreading the information especially among educational institutes.

2. REVIEW OF LITERATURE

Information seeking behaviour is an essential component in the designing and development of need based information centres for meeting the information requirements of users.

Gopalakrishnan and Ramesh Babu (2004) conducted a survey on the information requirements of various faculty members of National Institutes of Fashion Technology in India. The study suggested that the resource centres of NIFT concentrate in acquiring more resources and computerising housekeeping activities and their networking.

Sreenivasulu and Pulla Reddy (2009) conducted a survey on the information seeking behaviour of under-graduate and post-graduate students of National Institute of Fashion Technology, Hyderabad. It was also discovered that students were directly browsing books from the shelves and they required Web OPAC facility. This study suggested that there is a need to provide network facility for all resource centres of NIFT and to create a consortium database of their collections for right utilisation of resources.

Sreenivasulu and Padmini (2014) conducted a survey on the use of social networks by the students of NIFT, Kannur. Data was collected using questionnaire method. It was evident from the study that most of the respondents (93.59%) were using social networks for the purpose of keeping contact with family and friends, followed by building new and by continuing old friendship (70.51%) and updating knowledge (64.10%). Significant of the respondents (43.59%) were accessing social networks through their smart phones and personal laptops (37.74%). It was evident from the study that a very high percentage of respondents (97.44%) frequently used the social networking sites like Face book, followed by Google+ (88.46%). The study suggested that publishing too much personal information on social networking sites leads to data theft, cyber crimes etc.

Reena Aggarwal (2015) highlighted that the advancement in technology had taken the fashion education to another level which has enhanced the consumption of fashion in a big way. With the advent of online blogs and websites dedicated to fashion, information is available to everyone with a maximum lead time of an hour. Some bloggers refer the shows only for the quick up-gradation of knowledge. Today blogs and websites of various magazines are having more hits by fashion learners which enhance the circulation of their publications.

Bilawar and Pujar (2016) conducted a survey on the impact of e-information literacy on the information seeking behavior of university teachers in the State of Maharastra. The data was collected using a structured questionnaire. The survey found that e-information literacy had its impact on the information-seeking behavior of 93.94% of university teachers. The study confirmed that teachers were able to evaluate information critically and could classify the information better after undergoing the e-information literacy programmes. The survey concluded that e-information literacy empowered the university teachers to enhance e-information search skills effectively and independently for taking decisions.

3. OBJECTIVES OF THE STUDY

1.To know the sources consulting for seeking generally information by the students of fashion technology institutions in South India;
2.To know the utilization of print and electronic sources for seeking information by students.

4. HYPOTHESES OF THE STUDY

1. There is no significant difference between male and female and among centres in consulting sources for general information by students;
2. There is no significant difference between male and female and among centres in consulting the print and electronic sources for their academic activity.

5. SCOPE AND LIMITATIONS OF THE STUDY

The study is limited to four National Institutes of Fashion Technology centres in South India region at Bengaluru, Chennai, Hyderabad, and Kannur. These four centres were chosen based on geographical distribution in the country. The study confines only to exploring and finding out the behaviour of the students and does not attempt any comparative perspective. It is limited to under-graduate and post-graduate students of NIFT, who are studying on regular mode only.

6. METHODOLOGY

As the sample units are scattered, the researcher adopted survey method to collect the data. A structured questionnaire was developed for the purpose of this study. There are 3,133 students studying in the four centres during the academic year 2015-2016. The investigator selected 30% (940) using stratified disproportionate random sampling method to know their views.

6.1. Analysis and Interpretation of Data
6.1 Distribution of Respondents According to Centres by Gender

The gender-wise distribution of the respondents according to NIFT centres is shown in Table 1

Table 1 Distribution of Respondents According to Centres by Gender-wise

NIFT Centre	Gender				Total	
	Male		Female			
	No.	%	No.	%	No.	%
Bengaluru	52	25.4	153	74.6	**205**	**24.4**
Chennai	51	25.9	146	74.1	**197**	**23.5**
Hyderabad	41	18.6	179	81.4	**220**	**26.2**
Kannur	67	30.9	150	69.1	**217**	**25.9**
Total	**211**	**25.1**	**628**	**74.9**	**839**	**100.0**

Table 1 shows that, 26.2% of the respondents are from Hyderabad centre and more or less similar percentage of respondents from Kannur centre (25.9%) followed by Bengaluru centre (24.4%) and Chennai centre (23.5%). It is also evident that nearly three-fourths of the respondents (74.9%) are female and one-fourth of the respondents (25.1%) are male. The survey reveals that the strength of male students in the institutes of fashion technology is low. It may be owing to the fact that female students are more fascinated than male students towards fashion education as the fashion industry is oriented more on womens' fashion designs and accessories.

6.2 Sources Consulted for General Information

The respondents were asked to indicate the frequency of consulting various sources of information when they are in need of generally information. The replies given by them are shown in Table 2a.

Table 2a Frequency of Consulting Various Sources for General Information by the Respondents

Sources of information	Frequently		Occasionally		Never		Weighted Mean	Rank
	No.	%	No.	%	No.	%		
Resource Centre	368	43.9	467	55.7	4	0.5	**2.43**	**3**
Internet	817	97.4	20	2.4	2	0.2	**2.97**	**1**
Faculty members	314	37.4	490	58.4	35	4.2	**2.33**	**4**
Seniors	134	16.0	517	61.6	188	22.4	**1.94**	**7**
Friends	433	51.6	376	44.8	30	3.6	**2.48**	**2**
News papers	166	19.8	488	58.2	185	22.1	**1.98**	**6**
Radio	7	0.8	191	22.8	641	76.4	**1.24**	**9**
Fashion T.V.	142	16.9	476	56.7	221	26.3	**1.91**	**8**
Fashion movies	182	21.7	519	61.9	138	16.4	**2.05**	**5**

Note: Number of respondents is 839. Weighted mean is calculated on a 3-point-scale with weight assigned as follows: Frequently=3, Occasionally=2 and Never=1

Table 2a indicates that the rating for each of the sources of the information under consideration is measured based on three criteria, viz., frequently, occasionally and never, for which scores have been assigned as 3, 2 and 1 respectively and then the weighted mean scores have been computed, for which ranks have been allotted. Majority of the respondents have given 1st rank to 'Internet' (WM=2.97), followed by 2nd rank to 'Friends' (WM=2.48), 3rd rank to 'Resource Centre' (WM=2.43), 4th rank to 'Faculty members' (WM=2.33), 5th rank to 'Fashion movies' (WM=2.05), 6th rank to 'News papers' (WM=1.98), 7th rank to 'Seniors' (WM=1.94), 8th rank to 'Fashion TV' (WM=1.91) and lowest rank to 'Radio' (WM=1.24).

From the above analysis, it may be inferred that the students are highly dependent on Internet for general information.

First hypothesis formulated for the present study is that 'There is no significant difference between male and female and among centres in consulting sources for information of the students'. This hypothesis is tested against the data collected using the ANOVA test. The results of ANOVA test are presented in Table 2b.

Table 2b Mean Comparison of Frequency of Consulting Various Sources for General Information, Gender-wise and Centre-wise

Background characteristics	No.	Mean	Std. Deviation
1.Gender			
Male	211	19.42	2.329
Female	628	19.31	2.346
Total	839	19.33	2.341
F=0.357; df=(1,837); TV=3.84 ; p>0.550 NS			
2. NIFT Centre			
Bengaluru	205	19.10	2.402
Chennai	197	19.80	2.314
Hyderabad	220	19.11	2.402
Kannur	217	19.35	2.192
Total	839	19.33	2.341
F=4.019; df=(3,835); TV=2.60; p<0.01 Sig.			

Information given in Table 2b indicates respondents' frequency of use (in terms of weighted mean) of sources for general information consulted when required gender-wise and centre-wise. From panel 1 of Table 2b, it is noted that the extent of sources of information generally consult is higher among males as against females (19.42 vs. 19.31). Further, the ANOVA test results turned out to be not significant in the case of gender-wise for consulting general information.

From panel 2 of Table 2b, it is clear that the magnitude of such frequency is higher among those respondents from Chennai (19.80), closely followed by Kannur (19.35) and Hyderabad (19.11), whereas it is low among the respondents belonging to Bengaluru (19.10). Based on ANOVA test results, one can observe that the differentials in the extent of rating of sources for general information consulted across their centres under consideration are significant (p<0.01) and thus, the results support the proposed hypothesis in this regard.

From the given results, it is concluded that 'F-values' related to consulting sources for general information centre-wise is higher as compared to their respective table values, whereas such value is less than the table value for gender-wise for consulting general information.

Hence, the proposed null hypothesis in the case of centre-wise is rejected, whereas such hypothesis is accepted in the case of gender-wise. Therefore, the proposed research hypothesis pertaining to centre-wise is proved, but it is not so for gender-wise for consulting general information.

6.3 Purpose of Seeking Information

To know the purpose of seeking information, a question has been put to the respondents. The replies given by them are shown in Fig.1 and Table 3.
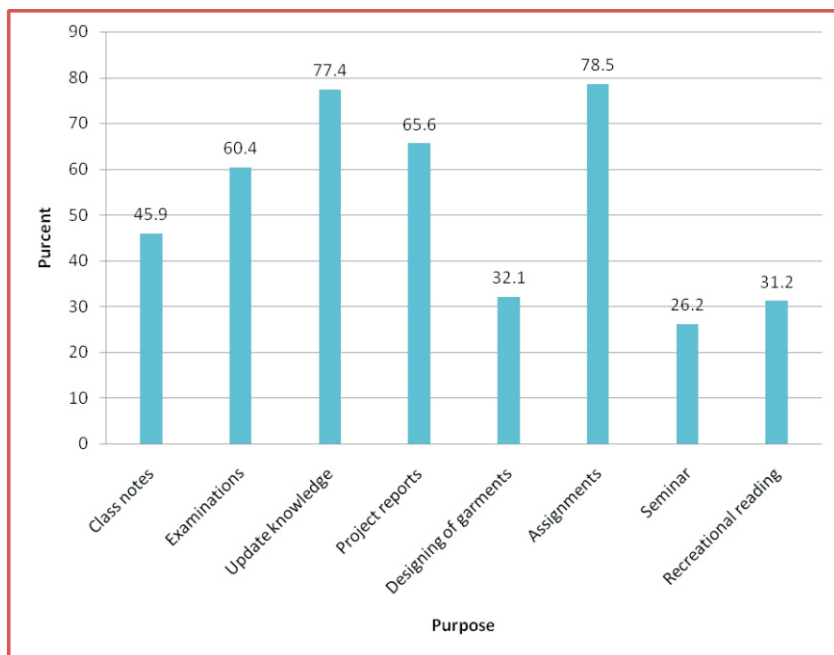
Fig. 1 Purpose of Seeking Information

Fig. 1.1 reveals that most of the respondents (78.5%) of fashion technology are seeking information for the purpose of 'Preparing assignments'. Majority of them are also seeking information for the purpose 'To update knowledge' (77.4%) and for the purpose of 'Project reports' (65.6%). It is also evident from the table that 45.9% of them are seeking information for 'preparing class notes', 32.1% of them for 'designing garments', 31.2% for recreational reading' and 26.2% of them for 'preparing seminars'.

Table 3 Purpose of Seeking Information – Gender-wise

Purpose	Gender				Total N=839		Rank
	Male (n=211)		Female (n=628)				
	No.	%	No.	%	No.	%	
Class notes	104	49.3	281	44.7	**385**	45.9	5
Examinations	141	66.8	366	58.3	**507**	60.4	4
Update knowledge	165	78.2	484	77.1	**649**	77.4	2
Project reports	127	60.2	423	67.4	**550**	65.6	3
Designing of garments	67	31.8	202	32.2	**269**	32.1	6
Assignments	160	75.8	499	79.5	**659**	78.5	1
Seminar	63	29.9	157	25.0	**220**	26.2	8
Recreational reading	44	20.9	218	34.7	**262**	31.2	7

Note: Respondents were given option to tick more than one answer.

Table 3 reveals that each of the purposes is measured based on percentage, for which descending order of percentage of purpose and then the ranks have been allotted. From these ranks, one can notice that 'Assignments' occupies 1st rank in terms of purpose of seeking information by the respondents, closely followed by 'Update knowledge', 'Project reports', 'Examinations' and 'Class notes' with 2nd, 3rd, 4th and 5th ranks respectively. The lowest rank in terms of seeking information as stated by the respondents is 'Seminars' (8th rank). The study highlights the fact that most of the respondents seek information for the purpose of 'Preparation of assignments', 'Update knowledge' and 'Project reports'.

According to the gender-wise analysis, it is evident that the percentage of those who are seeking information for the purpose of assignments is higher among females as against males (79.5% vs. 75.8%, respectively). The reverse pattern, i.e., males being higher than females, is noticed in the case of 'To update knowledge' (78.2% vs.77.1%), 'Examinations' (66.8% vs. 58.3%), and least preferred purpose of seeking information as stated by the respondents is 'Seminars' (29.9% vs. 25.0%).

It can be concluded that there is not much difference between male and female students with regard to the purpose of seeking information.

6.4 Frequency of Use of Sources of Information

Sources of information are broadly divided into two categories i.e. print sources and electronic sources. The respondents were asked to indicate the documentary and electronic sources of information used by them when they are in need of information. The replies given by them are shown in Table 4a and Table 4b.

Table 4a Frequency of Use of Print Sources by Respondents

Print Sources	Frequently		Occasionally		Never		Weighted Mean	Rank
	No.	%	No.	%	No.	%		
Books	492	58.6	343	40.9	4	0.5	**2.58**	1
Periodicals	442	52.7	381	45.4	16	1.9	**2.51**	2
Reference Sources	312	37.2	466	55.5	61	7.3	**2.30**	3
PROMOSTYL	240	28.6	401	47.8	198	23.6	**2.05**	5
Project Reports	183	21.8	520	62.0	136	16.2	**2.06**	4
Swatches	150	17.9	465	55.4	224	26.7	**1.91**	6

Note: Number of respondents is 839. Weighted mean is calculated on a 3-point-scale with weight assigned as follows: Frequently=3, Occasionally = 2 and Never=1

The rating for each of the print sources under consideration is measured based on three criteria, viz., 'frequently, occasionally, and never' for which scores have been assigned as 3, 2 and 1 respectively and then the weighted mean scores have been computed, for which ranks have been allotted. From these ranks, one can notice that 'Books' occupied 1st rank in terms of use of print sources information, closely followed by 'Periodicals', 'Reference books', and 'Project reports' with 2nd, 3rd, 4th and 5th ranks respectively. The lowest rank in terms of print sources of information as stated by the respondents is 'Swatches' (6th Rank). The study reveals that most of the respondents perceived the traditional materials like books, periodicals and reference books as sources of information.

Table 4b Frequency of Use of Electronic Sources by Respondents

Electronic Sources	Frequently		Occasionally		Never		Weighted Mean	Rank
	No.	%	No.	%	No.	%		
WWW	742	88.4	88	10.5	9	1.1	**2.87**	1
E-journals	354	42.2	389	46.4	96	11.4	**2.31**	3
E-books	374	44.6	359	42.8	106	12.6	**2.32**	2
Online databases	362	43.1	313	37.3	164	19.5	**2.24**	4
Compact discs	22	2.6	163	19.4	654	77.9	**1.25**	5

Note: Number of respondents is 839. Weighted mean is calculated on a 3-point-scale with weight assigned as follows: Frequently=3, Occasionally = 2 and Never=1

Table 4b, clearly shows that 'World Wide Web' occupies 1st rank in terms of frequency of use of electronic sources by the respondents followed by 'E-books', 'E-journals' and 'Online databases' with 2nd, 3rd, and 4th ranks respectively. The lowest rank in terms of use of electronic sources as stated by the respondents is 'Compact discs' (5th rank). All these results of the survey highlight the fact that most of the respondents perceived the WWW and e-books as sources of their information.

The second hypothesis formulated for the present study is that 'There is no significant difference between male and female and among centres in consulting the print and electronic sources for their academic activity'. This hypothesis is tested against the data collected using the ANOVA test. The results of ANOVA test are presented in Table 4c.

Table 4c Mean Comparison of Frequency of use of Print and Electronic Sources – Gender-wise and Centre-wise

Print Sources				Electronic Sources	
1. Gender	No.	Mean	Std. Deviation	Mean	Std. Deviation
Male	211	13.1801	2.13046	10.8673	1.86226
Female	628	13.4825	2.10369	11.0223	1.89421
Total	839	13.4064	2.11326	10.9833	1.88632
F=3.242; df=(1,837); TV=3.84 ; p>0.072 NS				*F=1.066; df=(1,837); TV=3.84; p>0.302 NS*	
2. NIFT Centre					
Bengaluru	205	13.4000	2.25484	11.0341	1.76397
Chennai	197	13.3553	1.99889	10.5431	1.95208
Hyderabad	220	13.7864	2.07503	11.4455	1.86330
Kannur	217	13.0737	2.06696	10.8664	1.86479
Total	839	13.4064	2.11326	10.9833	1.88632
F=4.251; df=(3,835); TV=2.60; p<0.01 Sig.				*F=8.529; df=(3,835); TV=2.60; p<0.001 Sig.*	

Information given in Table 4c indicates respondents' use of (in terms of weighted mean) print and electronic sources consulted when they are studied gender-wise and centre-wise. From panel 1 of Table 4c, it is noticed that the extent of 'Print sources' consulted is higher among females as against males (13.48 vs. 13.18)

and also it is clear that 'Electronic sources' consulted is higher among females as against males (11.02 vs. 10.86). Further, the ANOVA test results turned out to be not significant in the case of gender-wise consultation.

From panel 3 of Table 4c, it is clear that the magnitude of such frequency of use of print sources is higher among those respondents from Hyderabad (13.78), followed by Bengaluru (13.40) and Chennai (13.35), whereas it is lowest among the respondents belonging to Kannur centre (13.07). Based on the ANOVA test results, it can be observed that the differentials in the extent of frequency of use of print sources across the centres under consideration is significant (p<0.01) and thus, support the proposed hypothesis in this regard.

From panel 3 of Table 4c, it is clear that the magnitude of such frequency of use of 'Electronic sources' is higher among those respondents from Hyderabad (11.44), followed by Bengaluru (11.03) and Kannur centre (10.86), whereas it is the lowest among the respondents belonging to Chennai (10.54). Based on the ANOVA test results, one can observe that the differentials in the extent of frequency of use of electronic sources across their across centres under consideration are highly significant (p<0.001) and thus, support the proposed hypothesis in this regard.

7. FINDINGS OF THE STUDY
A few significant findings of the study are given below:
- ✦ Most of the students (Weighted Mean=2.97) are generally consulting 'Internet' as a source of information.
- ✦ More than three-fourths of the students (78.5%) are seeking information for the purpose of preparation of 'Assignments' and 77.4% of them for the purpose of 'Updating knowledge'.
- ✦ For most of the students (WM=2.58) the frequency of use of print sources are 'Books' and 'Periodicals' (WM=2.51).
- ✦ For most of the students (WM=2.87) the frequency of use of electronic sources are 'WWW' and 'E-books' (WM=2.32).

8. CONCLUSION
This paper identifies the generally consulting sources of information by the students of NIFTs in South India. The findings of the study reveal that students are generally consulting 'Internet' and 'Friends' source of information. The students in NIFT are seeking information for the purpose of 'Assignments' and 'Updating knowledge'. This study suggests to provide more awareness programmes to the students about the availability of the resources in the resource centres. Information professionals must understand information-seeking behavior of the students to re-engineer their services and provide information accurately.

9. REFERENCES
1.Aggarwal, R. (2015). Distribution and Consumption of Fashion Information in the Digital Age. New Delhi: Global Books Organisation.

2.Goplakrishnan, S., & Babu, R. B. (2004). Information Requirements of the Fashion Technology Academics in India: A Survey. New Delhi: B.R. Publishing Corporation.

3.Sreenivasulu, M., & Pulla Reddy, V. (2009). Information Seeking Behaviour of Undergraduate and Postgraduate Students of National Institute of Fashion Technology, Hyderabad. Library Science. Karaikudi: Alagappa University.

4.Srrenivasulul, K., & Padmini, K. (2014). Social Networks New Medium of Communication: A Study at National Institute of Fashion Technology, Kannur. International Conference on Sustainability of Digital Libraries (pp. 257-262). Hyderabad: Jawaharlal Nehru Technological University.

5.Thabah, J. (2001). Information Needs and Information Seeking Behaviour of Housewives: A Survey. Library Herald , 39 (1 & 2), 65-70.

Padmini, K

Professor , Dept. of Library and Information Science, S.V. University , Tirupati , Chittoor Dist , Andrha Pradesh.