



**Information Seeking Behavior of Commerce: A  
Comparative Study of Faculty Members and Postgraduate Students of St.  
Claret College, Bangalore, Karnataka, India**

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**doi: 10.48047/ecb/2023.12.si4.1423**

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**ABSTRACT:**

The present study aims to investigate and compare the information-seeking behavior academic staff and master degree students in the commerce department of St. Claret College in Bangalore, Karnataka, India. The research employed a survey method using a questionnaire to collect data from 06 faculty members and 50 post-graduate students in the commerce department. According to the findings, both teachers and students seek information from a variety of sources for their academic and research needs. The study did discover, however, that faculty members and students used various sources of information at significantly varying rates.

According to the study's findings, the postgraduate students and teachers in the department of commerce use a range of information resources, including books, journals, databases, and online resources. However, the faculty members use more print resources, while postgraduate students rely more on e-resources. Both groups have similar information needs such as research articles, textbooks, and case studies. The study also found that faculty members and postgraduate students have different information seeking patterns, with faculty members preferring to seek information through personal communication and postgraduate students preferring online sources.

The study also highlights various barriers faced by both groups in seeking information, including lack of time, lacking access to resources, and lack of awareness of available resources. The study concludes that there is a need for further support and training in information seeking for both faculty members and postgraduate students to enhance their research and academic capabilities.

**KEYWORDS:** Information seeking behavior, Commerce, Faculty Members, Postgraduate students, St. Claret College, Bangalore, Karnataka,

**INTRODUCTION:**

Information is an essential element of commerce education, learning, and research. To improve their academic and research talents, postgraduate students and faculty members alike must have access to timely and pertinent information. The act of looking for, getting access to, and using information to meet one's information needs is known as information-seeking behaviour.

The purpose of the current study is to analyse and contrast how faculty members and postgraduate students in the department of commerce at St. Claret College in Bangalore, Karnataka, India, seek out information. The study will pinpoint both groups' information demands, sources of information, patterns of information seeking, and obstacles to information access.

## **REVIEW OF RELATED LITERATURE**

B. Bhattacharjee (2019). Faculty at Indian business schools' information-seeking behaviour: a case study. 51(3), 699–711 *Journal of Library and Information Science*.

This study looked at the information-seeking habits of Indian business school professors. According to the study, faculty members frequently used online databases and electronic publications for their research. The study also found that time restrictions, relevance, and accessibility of information were the main variables influencing faculty members' information-seeking behaviour.

Li, X. (2017). (2017). Business professors at a Chinese university's information-seeking behaviour: a case study. 43(6), 515–520, *The Journal of Academic Librarianship*.

This study looked into the information-seeking habits of business professors at a Chinese institution. According to the research, faculty members used a range of information sources, with online databases and e-journals being the most popular. The study found that electronic formats like e-books, e-journals, and online databases were the most popular for storing information.

S. Goudarzi and A. Dabaghizadeh (2018). A case study of the University of Tehran's faculty members' information-seeking behaviour in Iran. 23(3), 1–16 in *Malaysian Journal of Library and Information Science*.

This study looked at the information-seeking habits of academic staff at Iran's University of Tehran. According to the research, faculty members used a range of information sources, with online databases and e-journals being the most popular. The study also found that time restrictions, relevance, and accessibility of information were the main variables influencing faculty members' information-seeking behaviour.

Sen, B. K.; and Ghosh, A. (2015). A study on the information-seeking habits of faculty members at Indian technical universities. 35(3), 169–174, *DESIDOC Journal of Library & Information Technologies*.

This study looked into how Indian Institutes of Technology faculty members behaved when looking for information (IITs). According to the study, faculty members frequently used electronic resources for their research, including e-books, online databases, and e-journals. The study found that relevance, timeliness, and correctness of the information were the main variables influencing faculty members' information-seeking behaviour.

Overall, it appears from the assessment of related literature that professors and postgraduate students in the field of business use a variety of information sources, with electronic sources being the most popular. Time restraints, relevance, and information accessibility are the main variables that affect their information-seeking behaviour. These results can assist libraries and information centres in creating better plans for supplying these populations with the information they need.

## **AIMS AND OBJECTIVES OF THE STUDY**

The purpose of the study is to better understand how faculty members and postgraduate students in the field of business seek out information and to offer them insights that will help them conduct more effective research and learn more effectively. The data collecting and analysis processes will be guided by the study's specified and quantifiable objectives. To compare the information seeking behaviour of commerce faculty members and postgraduate students at St. Claret College, Bangalore.

1. To determine the sources and techniques both groups used to get information.
2. To investigate the difficulties both groups encountered when looking for information.
3. To offer suggestions for enhancing faculty members' and graduate students' information-seeking behaviours in the department of commerce.

## **METHODOLOGY:**

The study used a survey research approach, and information was gathered from 50 postgraduate students and 6 faculty members in the department of commerce at St. Claret College in Bangalore, Karnataka, India. A questionnaire was used to gather the data, and it asked questions about information sources, information needs, information seeking tendencies, and information seeking impediments.

**Research Design:** The target population will be surveyed as part of the study's data collection process.

**Sampling:** Faculty members and graduate students in the Commerce department of St. Claret College, Bangalore, will be the study's target group. Using simple random sampling, 50 postgraduate students and 6 faculty members will make up the sample size.

**Data Collection:** Data on the information-seeking behaviours of faculty members and postgraduate students will be gathered using the survey questionnaire. Prior to distributing the survey to the intended audience, it will be pretested.

**Data Analysis:** Descriptive statistics like mean, standard deviation, and frequency distribution will be used to examine the given data. To find out how faculty members and graduate students seek out information, the data will be evaluated separately for each group before being compared.

**Ethical Considerations:** The study will abide by the moral standards for using human subjects in research, such as informed consent, confidentiality, and privacy.

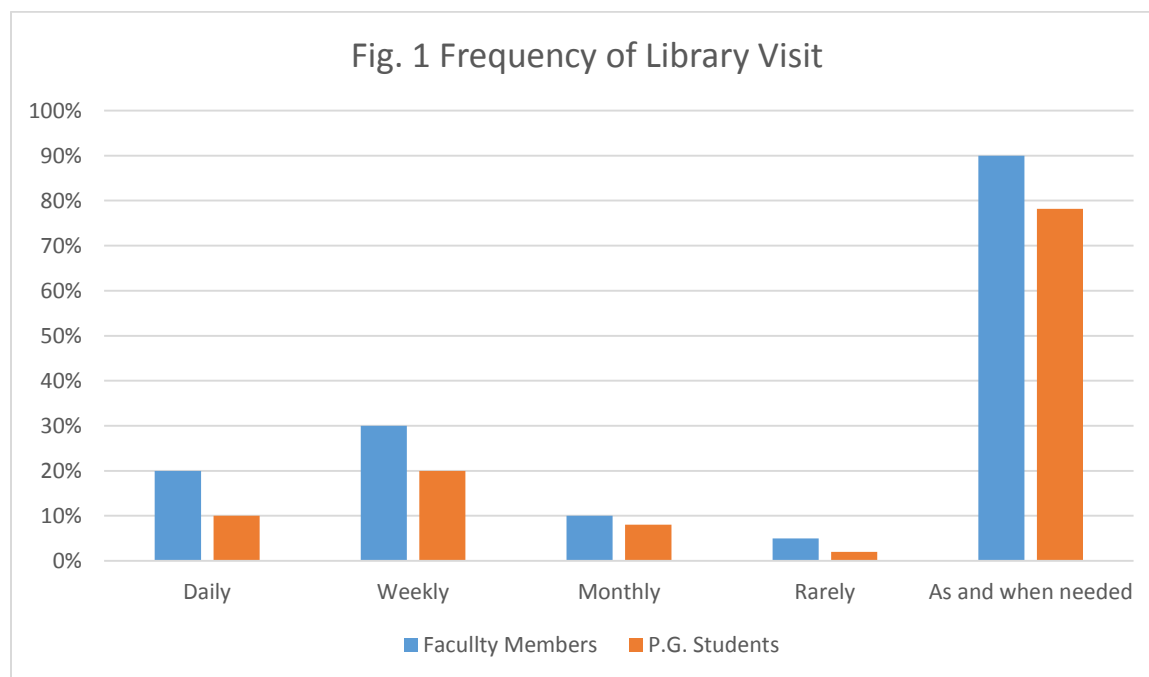
**Table 1: Response rate of users**

Type of Users	Total Population	Questionnaires Distributed	Questionnaires Received and Analyzed
Faculty Members	06	06	06 (100%)
P.G. Students	50	50	45 (90%)
Total	56	56	51 (91.07%)

## DATA ANALYSIS AND INTERPRETATION

### Frequency of library visit

Data analysis and interpretation of how frequently people visit libraries would involve analyzing the responses of the survey participants regarding how often they visit the library. This could be done using various statistical techniques, such as calculating the mean, median, mode, and standard deviation of the responses.



### Sources of information for those looking for information

Information resources for seeking information can be divided into two main categories: Primary Sources Secondary Sources.

Other resources for seeking information may include social media, podcasts, webinars, and other forms of digital media. These resources may be used to find information on specific topics or to connect with experts in a particular field.

Overall, there are a wide variety of information resources available to users for seeking information, and the choice of resource will depend on the nature of the information being sought, as well as the preferences and needs of the individual user.

Table 2: Sources of information for those looking for information

Sl.No	Resources	Responses		Total
		Faculty Members	P.G. Students	
	<b>Primary Sources</b>			
1	Consult expertise	42.11%	26.66%	34.44%

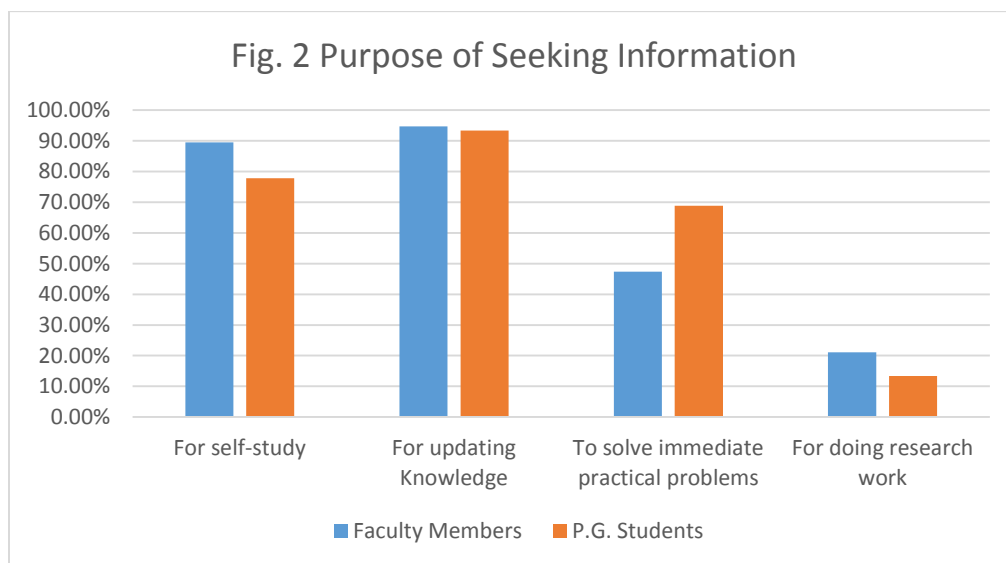
2	Discussion with colleagues	36.84%	44.44%	41.11%
3	Discussion with reference staff of library	57.89%	64.44%	62.22%
4	Review articles	36.84%	35.55%	35.56%
5	Books	63.15%	68.88%	67.77%
6	Periodicals	57.89%	66.66%	64.44%
7	Thesis/Research reports	57.89%	64.44%	62.22%
8	E- journals	73.68%	82.22%	80.00%
9	Seinar/conference	47.37%	53.33%	51.11%
10	Resource Centre	36.84%	37.77%	37.77%
	<b>Secondary sources</b>			
1	Indexing/Abstracting journals	36.84%	37.77%	37.77%
2	Library Catalogue	47.37%	51.11%	50.00%
3	Through internet	84.21%	93.33%	91.11%
4	Reference materials	52.63%	60.00%	57.77%
5	CD-ROM databases	31.57%	31.11%	31.11%

(With the availability of multiple options, the overall proportion is higher than 100%.)

according to Table 2. The examination of the table demonstrates that while P.G. students consult electronic journals for primary materials, the majority of faculty members consult books. In terms of secondary sources, the majority of professors and graduate students look for information online. It has also become clear that none of the P.G. students use the library's catalogue or CD-ROM databases.

### Purpose of Seeking Information

According to the analysis of Figure 2, the majority of professors (94.74%) and graduate students (93.33%) look for information to keep their knowledge up to date, while the least amount of professors (13.33%) and graduate students (21.05%) look for information to do their own independent research and to solve immediate practical problems. Consequently, it is evident from the data that the majority of professors and PG students look for material to keep their expertise current.



(With the availability of multiple options, the overall proportion is higher than 100%.)

## Types of Resources

The majority of academic staff (93.33%) and P.G. students (85%) choose electronic publications while looking for information. The respondents preferred using PubMed over other online databases, which was discovered to be the case.

Table 3: utilization of online and electronic resources and services

Sl. No.	Frequency	Responses		Total
		Faculty Members	P.G.Students	
	Daily	21.05%	33.33%	31.11%
	At least once a week	63.16%	62.22%	62.22%
	At least once a fortnight	10.53%	2.22%	3.33%
	At least once a month	5.26%	0.00%	0.74%
	Rarely	0.00%	2.22%	2.22%
	<b>Purposes</b>			
	Academic purpose	92.74%	91.33%	92.33%
	Updating knowledge	100.00%	97.77%	98.88%
	General awareness	98.95%	75.55%	76.67%
	Entertainment	21.05%	11.11%	13.13%
	<b>Types of electronic source</b>			
	E-journals	93.33%	85.00%	88.88%
	E-books	52.63%	48.88%	50.37%
	Online databases	73.68%	71.11%	71.85%
	PubMed	63.16%	77.77%	75.55%
	Medline	42.11%	33.33%	35.55%
	Science direct	42.11%	35.55%	37.03%
	J-gate plus	10.53%	1.33%	12.59%
	Search engines	57.89%	53.33%	54.81%
	Blogs	15.79%	13.33%	13.85%
	Online forums	10.53%	8.88%	9.26%
	<b>Access point</b>			
	University library	10.53%	2.22%	3.33%
	SCC Library	94.74%	93.33%	93.33%
	Other libraries	5.26%	2.22%	2.96%
	Other	5.26%	6.66%	6.66%

(With the availability of multiple options, the overall proportion is higher than 100%)

## Method of Searching Document

The four categories of searching—by author, by subject, by title, and others—have been established to help you understand how to find a material in the library. The data reveals that the majority of faculty members (84.33%) look for the document by title, while only 37.67% and 37.67%, respectively, search by author and subject. Similar to P.G. students, most of them (81%) look for the document by title, while the least amount (26%) seek for the document by author. The analysis also shows that neither academic staff nor graduate students used any other search strategy to find the document. So, it is clear from the study above that the majority of academic staff members and graduate students seek the document by title.

### Satisfaction Level with Staff and Collection of the Library

Table 4 displays the respondents' levels of satisfaction with the staff and the entire collection offered by the library. It can be seen that the majority of faculty members (40%) are neutral about both, however the majority of P.G. students (55%) are less pleased with the total collection. Professors (46.67%) and P.G. students (40%) both assessed the library staff's behaviour as normal or ordinary, and 3.33% said that they were experiencing some additional issues. Similar to this, the majority of P.G. students (75%) have trouble finding materials, while the minority (5%, respectively) lack the abilities necessary to use the library and catalogue. The aforementioned analysis shows that the majority of academic staff and graduate students believe that have trouble finding information because there isn't enough content available.

**Table 4: Satisfaction with Library Staff and Collection**

Sl.No.	Satisfaction regarding Collection of the Library	Responses		Total
		Faculty Members	P.G. Students	
1	exceptionally happy	-	2 (10%)	2 (4%)
2	Satisfied	2 (10%)	8 (26.67%)	10 (20%)
3	Neutral	3 (15%)	12 (40%)	15 (30%)
4	Less satisfied	6 (30%)	7 (23.33%)	18 (36%)
5	Dissatisfied	3 (15%)	3 (10%)	6 (12%)
	Satisfaction regarding Library Staff			
1	Very helpful	5 (25%)	5 (16.67%)	10 (20%)
2	Helpful	4 (20%)	10 (33.33%)	14 (28%)
3	Normal/Average	6 (30%)	14 (46.67%)	22 (44%)
4	Unhelpful	3 (15%)	1 (3.33%)	4 (8%)

### Information It takes a lot of time to search.

The respondents were asked to indicate whether or not they thought getting information took a lot of time. It is clear from the analysis that the majority of faculty members (75%) and graduate students (63.33%) think getting information takes a lot of time, while the minority of faculty members (25%) and graduate students (36.67%) think getting information doesn't take a lot of time. Consequently, it can be concluded from the data that both academic staff and P.G. students think that finding information takes a lot of time.

### CONCLUSION

The most significant characteristic of contemporary civilization is the behaviour of information seeking. So, the purpose of this study was to investigate how staff members and postgraduate students at a commerce college sought information. It has been shown that both professors and graduate students prefer printed versions of documents and use the internet mostly to update their expertise. They also frequently use online services, only going to the library when absolutely necessary. It has also been discovered that faculty members and Ph.D. students frequently reference indexing/abstracting journals to access the documents they need and can, to some extent, keep up with advancements in their fields. The availability of material was subsequently discovered to be the respondents' main problem when seeking information, and they perceived information seeking as a time-consuming process. This suggests that the respondents are not entirely satisfied with their library in terms of sources and staff behaviour.

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