

Information Needs and Information Seeking Behavior of Business Management Students of Universities in Punjab and Chandigarh

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Abstract

This study aims to find out the information needs and seeking behavior of MBA students enrolled in management schools of select universities in Punjab and Chandigarh. The study used a self-structured questionnaire to determine purposes for seeking information, ways used for seeking information, use of information sources and problems faced by the students while seeking information. Kruskal Wallis test was used on the rank ordered data to know the preferences of the students. Chi-square test was used to know the significant differences among the MBA students of the three select universities. The study found that majority of MBA students used to search on the internet whenever they needed information. Results of this study reveal that even in today's digital era, MBA students still liked using the print sources above e-resources. So, equal importance should be given to both formats while formulating the collection development policy of the university libraries. Findings of the study further reveal that MBA students were facing problems while seeking information. So, libraries should come forward and take initiative to train the students in seeking information.

Key Words

Information, Needs, Seeking Behavior, Business Management Students, Universities, India

INTRODUCTION

Information is meaningfully arranged data to serve and resolve the specific purposes. Information and data are distinct from each other because

information has more value than data, which is accurate and specific and has the capability to accomplish the purposes to some extent. Information is an endless source which is diligently prepared to solve the specific tasks and it helps in making the right decisions.

The information needs of the various disciplines of users i.e. academic people (students, research scholars, and teachers), doctors, judges, government officials, lawyers, policy makers, legislators, businessmen and common men are different from one other. The information needs of these diverse groups of users rely on their assignments, obligations, and duties to be performed by them. Case (2007) defined that information need of an individual arises at the time when he/she faces some problem and he/she has lack of knowledge to solve that problem with his/her own knowledge.

Information seeking behavior is related with all about who is in need of information, what sort of information is needed, why information is required, how to search, evaluate and use that specific information to fulfill the purposes (Kumar, 1990).

The basic aim of this study is to determine the information needs and information seeking behavior of Master's Degree (MBA) students enrolled in business management departments of select universities in Punjab and Chandigarh.

The need and importance of professionally trained managers (management graduates) has increased tremendously in the recent years due to increase in the size and complexity of business organizations, turbulent environment and growing responsibilities of business. Business schools are not meant only for business people. Even the government and civil society should be getting the benefits of the knowledge, skill and course offerings by them. Business schools exist to address important questions regarding the why, what and how of business in the direction of achieving the sustainable growth and development of an economy. The success of a country is largely dependent on leadership and management capacity which needs to come from business schools in the form of highly trained and skilled management graduates.

It is, therefore, necessary to understand the purpose for which information is required by the MBA students and skills required for identifying the needed information, and channels and sources preferred for acquiring the needed information. The findings of the study will be helpful to the university authorities for better planning and administration of various library services and facilities for this particular group of users.

REVIEW OF LITERATURE

Brown (1999) indicated that for majority of the scientists, text books were the tools to support their teaching related activities. Meho and Haas (2001) observed that 50% of the faculty members were facing problem in seeking government information because online catalogues were not up-to-date. Zawawi and Majid (2001) found that for more than 90% of the scientists, journal articles were the most preferred source of information. Anwar, Al-Ansari and Abdullah (2004) pointed out that 60.9% of the journalists were seeking information for writing news items, followed by writing a feature (54.3%) and for general knowledge (41.3%). Jarosi (2006) indicated that market competition and customer-information was most important information for the managers. Sookhtanlo, Mohammadi and Rezvanfar (2009) found that results of the study indicated that an interaction with other students was the main tool used by the students for seeking information in the library. Baro, Onyenania and Osaheni (2010) results of the survey indicated that 93.2% of the respondents were seeking information for academic purpose and only 2.8% of the students were seeking sports information. Kaur (2014) findings revealed that books and journals were most important sources of information for the teachers to accomplish the information needs. Mahato (2015) indicated that maximum number of MBA students (96.1%) sought information from internet. Thukaram (2015) found that majority of the doctoral students (72%) were searching the information to keep themselves up-to-date with the new developments. Akhter and Kaur (2016) study revealed that a discussion with subject experts was a very important source of information for majority of the science scholars. Nisha and Varghese (2016) study found that usage of Boolean operators like AND, OR & NOT, were not popular among the scientists for making the search strategy for seeking information. Jadhav (2017) established that high percentage of the students (82.35%) preferred both the print and electronic format for journal articles. Manzoor and Mufeeda (2017) found that 50% of the management students visited the library for academic purpose, followed by for references (32.5%) and leisure reading (23.75%). Verma and Rawat (2017) revealed that 31.11% farmers sought information through NGO's. Manjunath and Babu (2018) investigated that good percentage of the scholars were using Internet for reading purposes and majority of them preferred using internet services for e-mail.

OBJECTIVES OF THE STUDY

The specific objectives of the study are :

1. To identify the purpose for information gathering.

2. To find out the various sources of information used by the students.
3. To know the various ways the user seeks information.
4. To identify the problems faced by the students while seeking information.

RESEARCH METHODOLOGY

There are 13 universities (both public and private) in Punjab and Chandigarh which offer MBA program in the area of management. This study has selected three of them namely, Punjabi University, Patiala; Guru Nanak Dev University, Amritsar and Panjab University, Chandigarh. The data of MBA students enrolled in these three universities was collected through the websites of the universities, personal visits and making telephonic calls to the administrative offices. There were total number of 1628 MBA students enrolled in these three selected universities of Punjab and Chandigarh.

The study has used a proportionate sampling method to extract the sample size of 348 MBA students. Table 1 provides a sample 348 MBA students calculated after using a proportionate sampling method :

Table 1
Sample size

Sr. No.	Name of University	Name of Department	Number of MBA Students
1.	Punjab University, Patiala	School of Management Studies, PUP Campus, Patiala	138
2.	Panjab University, Chandigarh	University Business School, PU Campus, Chandigarh	87
3.	Guru Nanak Dev University, Amritsar	University Business School, GNDU Campus, Amritsar	123
	Total		348

Statistical Tools Used in the Study

The data collected from the MBA students through a questionnaire was analyzed by using the Statistical Package for the Social Sciences (SPSS). Kruskal Wallis Test has been used on the ranks data to know the preferences of the students. The frequencies and percentages were used to know the trends and

features of the students. Chi-square test has been used to know the significant differences among the MBA students of the three select universities.

RESULTS

Table 2

Gender of the Respondents

Gender	University Main Campus Count (%)		
	PUP	PUC	GNDU
Male	56(40.6%)	62(71.3%)	51(41.5%)
Female	82(59.4%)	25(28.7%)	72(58.5%)
Total	138(100%)	87(100%)	123(100%)

Note : PUP = Punjabi University, Patiala

PUC = Panjab University, Chandigarh

GNDU = Guru Nanak Dev University, Amritsar

Table 2 has revealed that 40.6% of the MBA students, surveyed in PUP, were male and 59.4% of them were female whereas 71.3% of the respondents in PUC were male and 28.7% of the respondents were female. Table 2 has depicted that percentage of the female respondents (58.5%) in GNDU was more than male students (41.5%).

Respondents were asked to indicate the use of information sources when they felt the need of information. Data in the Table 3 reveals that 33.33% of the students in PUP consulted their teachers/supervisors frequently while 34.48% did the same in PUC and 42.28% in GNDU consulted teachers for seeking information. Table 3 also reveals that 59.42% of the students in PUP, 58.62% in PUC and 51.22% from GNDU consulted their teachers/supervisors sometimes for seeking information. Analysis reveals that 7.25% of the students in PUP, 6.90% in PUC and 6.50% in GNDU never consulted their teachers/supervisors for seeking information. Table 3 has elaborated that 53.62% students in PUP, 65.52% in PUC referred to the books frequently for seeking information whereas this percentage was quite low in case of GNDU (27.64%) as compared to PUP and PUC. Interestingly, 10.87% of the MBA students in PUP and 7.32% in GNDU never referred to the books for seeking information. Further, Table 3 has depicted that high percentage of the respondents in PUP (60.87%), 70.11% in PUC and 53.66% in GNDU frequently asked the classmates for seeking information. A

Table 3
Sources of Information Seeking

Information Sources	Campus	Count (%)			Total	χ^2 at 4 df (p-value) N=348
		Never	Sometimes	Frequently		
Consult with Teachers/ Supervisors	PUP	10(07.25%)	82(59.42%)	46(33.33%)	138	2.518 (0.641)
	PUC	6(6.90%)	51(58.62%)	30(34.48%)	87	
	GNDU	8(06.50%)	63(51.22%)	52(42.28%)	123	
Refer Books	PUP	15(10.87%)	49(35.51%)	74(53.62%)	138	42.071 (0.000)
	PUC	0(0%)	30(34.48%)	57(65.52%)	87	
	GNDU	9(07.32%)	80(65.04)	34(27.64%)	123	
Ask Classmates	PUP	7(5.07%)	47(34.06%)	84(60.87%)	138	7.153 (0.128)
	PUC	1(1.15%)	25(28.73%)	61(70.11%)	87	
	GNDU	7(5.69%)	50(40.65%)	66(53.66%)	123	
Search on the Internet	PUP	2(1.45%)	16(11.59%)	120(86.96%)	138	7.560 (0.109)
	PUC	1(1.15%)	7(8.04%)	79(90.80%)	87	
	GNDU	2(1.63%)	25(20.32%)	96(78.05%)	123	
Browse the Library Catalogue	PUP	41(29.71%)	84(60.87%)	13(9.42%)	138	21.080 (0.000)
	PUC	12(13.79%)	54(62.07%)	21(24.14%)	87	
	GNDU	46(37.40%)	64(52.03%)	13(10.57%)	123	
Ask the Librarian/Reference Staff of the Library	PUP	51(36.96%)	75(54.35%)	12(8.69%)	138	68.077 (0.000)
	PUC	8(9.19%)	46(52.87%)	33(37.93%)	87	
	GNDU	66(53.66%)	47(38.21%)	10(8.13%)	123	
Look for Electronic Devices (CD/DVD-ROMs)	PUP	88(63.77%)	39(28.26%)	11(7.97%)	138	2.512 (0.642)
	PUC	61(70.11%)	20(22.98%)	6(6.90%)	87	
	GNDU	75(60.97%)	40(32.52%)	8(6.50%)	123	

good percentage of the respondents i.e. 34.06% in PUP, 28.73% in PUC and 40.65% in GNDU sometimes ask classmates for seeking information. Only 5.07%, 1.15% and 5.69% of the students from PUP, PUC and GNDU respectively never consulted their classmates for seeking information.

Data has exhibited that high percentage of the respondents i.e. 86.96% from PUP, 90.80% from PUC and 78.05 from GNDU frequently browsed the internet for seeking information. Only a minute percentage of the total

respondents i.e. 1.45%, 1.15% and 1.63% from PUP, PUC and GNDU respectively never browsed the internet for seeking any kind of information. Moreover, data in the Table 3 has also shown that a good percentage of the students from PUC (37.93%) asked the librarian/reference staff of the library frequently for seeking information whereas percentage is quite less for the same in case of PUP (8.69%) and GNDU (8.13%) as compared to PUC. Results have revealed that 54.35%, 52.87% and 38.21% of the students from PUP, PUC and GNDU respectively sometimes consulted the librarian/reference staff of the library for seeking information. Surprisingly, 36.96% of the students in PUP and 53.66% in GNDU never consulted the librarian/reference staff of the library for seeking information. Table 3 further exhibits that only a small percentage of the students i.e. 7.97% from PUP, 6.90% from PUC and 6.50% from GNDU frequently looked for electronic devices (CD/DVD-ROMs) for seeking information.

Statistical Inference

Pearson Chi-square test results have indicated that there was a significant difference regarding the use of different information sources among the Master's Degree (MBA) students in case of referring to books, browsing the library catalogue and asking the librarian or reference staff of the library of the selected universities in Punjab and Chandigarh, with $p < 0.05$. However, there was no significant difference between the MBA students of the main campuses of selected universities for use of other information sources ($p > 0.05$).

The respondents were asked to rank the purposes of seeking information on a scale ranging from 1 to 10, where 1 indicates 'most important' and 10 indicates 'least important'. Results show that preparing notes (mean rank =157.98), writing assignments (mean rank =136.34), and preparation for class discussion (mean rank =154.81), were found to be the most important information seeking purposes for the MBA students of PUP, PUC and GNDU respectively.

Writing assignments with mean rank= 169.16, project work with mean rank=142.58 and general awareness with mean rank =158.69 were observed to be the second most important information seeking purposes for the MBA students of PUP, PUC and GNDU respectively. Data in Table 4 has revealed that preparation for presentations were found to be the third most important information seeking purpose for the MBA students of PUP and PUC.

Results have further depicted that spade work for writing article (Mean Rank = 186.67), preparing notes (Mean Rank = 216.33) and writing assignments (Mean Rank = 207.49), were observed to be least important information seeking purposes for the respondents of PUP, PUC and GNDU respectively.

Table 4
Purpose of Seeking Information

Purpose	Campus	Number	Mean Rank	Kruskal Wallis Test χ^2 at 2 df (p-value)
Preparing for Examination	PUP	138	174.21	.987 (.027)
	PUC	87	173.41	
	GNDU	123	175.60	
	Total	348		
Preparing Notes	PUP	138	157.98	20.552 (.000)
	PUC	87	216.33	
	GNDU	123	163.45	
	Total	348		
For Project Work	PUP	138	176.88	13.840 (.001)
	PUC	87	142.58	
	GNDU	123	194.41	
	Total	348		
To Keep Up-to-Date	PUP	138	173.36	6.357 (.042)
	PUC	87	195.90	
	GNDU	123	160.65	
	Total	348		
Class Discussion	PUP	138	174.94	11.188 (.004)
	PUC	87	201.64	
	GNDU	123	154.81	
	Total	348		
Research Work	PUP	138	183.83	3.910 (.142)
	PUC	87	157.01	
	GNDU	123	176.41	
	Total	348		
General Awareness	PUP	138	176.63	6.260 (.004)
	PUC	87	193.48	
	GNDU	123	158.69	
	Total	348		
To Write An Article	PUP	138	186.67	3.719 (.156)
	PUC	87	170.28	
	GNDU	123	163.83	
	Total	348		
For Writing Assignments	PUP	138	169.16	26.454 (.000)
	PUC	87	136.34	
	GNDU	123	207.49	
	Total	348		
For Preparing Presentation	PUP	138	171.86	7.881 (.019)
	PUC	87	153.43	
	GNDU	123	192.37	
	Total	348		

Statistical Inference

Kruskal Wallis test results have indicated that there was a significant difference between 8 out of 10 listed purposes of information seeking among the MBA students enrolled in the main campuses of the selected universities in Punjab and Chandigarh, with $p < 0.05$. However, no significant difference has been observed in case of research work and writing an article ($p > 0.05$).

Table 5
Ways Used to Seek Information from the Library

Ways Used to Seek Information	Campus	Count (%)			Total	χ^2 at 4 df (p-value) N=348
		Never	Sometimes	Frequently		
Library Catalogue	PUP	28(20.29%)	76(55.07%)	34(24.64%)	138	4.553 (0.336)
	PUC	20(22.99%)	39(44.83%)	28(32.18%)	87	
	GNDU	32(26.02%)	65(52.85%)	26(21.14%)	123	
OPAC (Online Public Access Catalogue)	PUP	69(50%)	50(36.23%)	19(13.77%)	138	15.118 (0.004)
	PUC	26(29.89%)	45(51.72%)	16(18.39%)	87	
	GNDU	42(34.15%)	49(39.84%)	32(26.02%)	123	
Ask Help from Library Staff	PUP	7(5.07%)	64(46.38%)	67(48.55%)	138	67.891 (0.000)
	PUC	1(1.15%)	22(25.29%)	64(73.56%)	87	
	GNDU	20(16.26%)	70(56.91%)	27(21.95%)	123	
Direct by Shelves	PUP	13(9.42%)	48(34.78%)	77(55.80%)	138	4.460 (0.347)
	PUC	4(4.60%)	31(35.63%)	52(59.77%)	87	
	GNDU	15(12.20%)	47(38.21%)	61(49.59%)	123	

Respondents were asked to indicate their ways of seeking information. Table 5 denotes that 24.64% of the MBA students in PUP frequently sought information through the library catalogue whereas 32.18% did the same in PUC and 21.4% in GNDU. Table 5 shows that 55.07% of the students in PUP, 44.83% in PUC and 52.85% in GNDU sometimes preferred to seek information through library catalogue while 20.29%, 22.99% and 26.02% of the respondents from PUP, PUC and GNDU respectively never sought information through library catalogue. The data also reveals that a considerable percentage of the respondents i.e. 13.77% in PUP, 18.39% in PUC and 26.02% in GNDU frequently sought information through OPAC (Online Public Access Catalogue) whereas 36.23% of the students in PUP, 51.72% in PUC and 39.84% in GNDU sometimes chose to seek information through OPAC in the library. Surprisingly, a good percentage of

the students i.e. 50% in PUP, 29.89% in PUC and 34.15% in GNDU never sought information through OPAC in the library.

Table 5 further denotes that 73.56% of the respondents in PUC frequently asked for help from the library staff whereas this percentage was low in case of PUP (48.55%) and GNDU (21.95%) as compared to PUC. Analysis reveals that 46.38%, 25.29% and 56.91% of the students from PUP, PUC and GNDU respectively sometimes asked help from the library staff. It is clear from the Table 5 that a very negligible percentage of the students i.e. 5.07% from PUP, 1.15% from PUC and 16.26% from GNDU never asked for help from the library staff for seeking information from the library. Table 5 further exhibits that a good percentage of the students i.e. 55.80% in PUP, 59.77% in PUC and 49.59% in GNDU frequently sought information from the library directly from the shelves. Only 9.42%, 4.60% and 12.20% of the respondents from PUP, PUC and GNDU respectively never sought information directly from the shelves of the library.

Statistical Inference

Pearson Chi-square test results with p-value < 0.05 indicate that there was a significant difference regarding the ways of seeking information among the MBA students of the selected universities in Punjab and Chandigarh in case of OPAC (Online Public Access Catalogue) and asking for help from the library staff. However, there was no significant difference between the selected universities students as far as other ways of seeking information were concerned.

Table 6

Preferred Format to Fulfill the Information Needs

Campus	Count (%)		Total	χ^2 at 2 df (p-value) N=348
	Printed	E-resource		
PUP	86(62.32%)	52(37.68%)	138	0.676
PU	54(62.07%)	33(37.93%)	87	(0.713)
GNDU	71(57.72%)	52(42.28%)	123	

Table 6 represents responses of MBA students to the preferred format to meet the information needs. Table 6 depicts that there was not much difference among the students regarding their preferred formats, i.e. 62.32% of the students in PUP, 62.32% in PUC and 57.72% in GNDU preferred the print format to fulfill their information needs. Similarly, 37.68% of the students in PUP, 37.93% in PUC and 42.28% in GNDU preferred the e-resources to satisfy their information needs.

Statistical Inference

Table 6 shows the Pearson Chi-square test results regarding the preferred format to fulfill the information needs of the MBA students and indicates that there was statistically no significant difference in the preferred formats of the students of the selected universities in Punjab and Chandigarh with p-value > 0.05.

Table 7
Use of the Library Sources

Library Sources	Campus	Count (%)			Total	χ^2 at 4 df (p-value) N=348
		Never	Sometimes	Frequently		
Books/Text Books	PUP	2(1.45%)	19(13.77%)	117(84.78%)	138	10.345 (0.035)
	PUC	0(00%)	15(17.24%)	72(82.76%)	87	
	GNDU	4(3.25%)	32(26.02%)	87(70.73%)	123	
Reference Books (Dictionaries, Encyclopedias)	PUP	25(18.12%)	81(58.70%)	32(23.19%)	138	4.754 (0.314)
	PUC	9(10.34%)	48(55.17%)	30(34.48%)	87	
	GNDU	18(14.63%)	71(57.72%)	34(27.64%)	123	
Thesis/ Dissertations	PUP	73(52.90%)	54(39.13%)	11(7.97%)	138	63.533 (0.000)
	PUC	11(12.64%)	54(62.07%)	22(25.29%)	87	
	GNDU	76(61.79%)	43(34.96%)	4(3.25%)	123	
Journals	PUP	39(28.26%)	69(50%)	30(21.74%)	138	17.497 (0.002)
	PUC	13(14.94%)	42(48.28%)	32(36.78%)	87	
	GNDU	40(32.52%)	65(52.85%)	18(14.62%)	123	
Newspapers	PUP	18(13.04%)	63(45.65%)	57(41.30%)	138	19.592 (0.001)
	PUC	6(6.90%)	31(35.63%)	50(57.47%)	87	
	GNDU	16(13.01%)	73(59.35%)	34(27.64%)	123	
Reports	PUP	41(29.71%)	68(49.28%)	29(21.01%)	138	13.880 (0.008)
	PUC	15(17.24%)	45(51.72%)	27(31.03%)	87	
	GNDU	43(34.96%)	64(52.03%)	16(13.01%)	123	
Magazines	PUP	21(15.22%)	78(56.52%)	39(28.26%)	138	15.718 (0.003)
	PUC	12(13.79%)	32(36.78%)	43(49.42%)	87	
	GNDU	24(19.51%)	67(54.47%)	32(26.02%)	123	

Respondents were inquired about their usage of library resources. Table 7 exhibits that majority of the MBA students i.e.84.79% in PUP, 82.76% in PUC and 70.73% in GNDU frequently used the library books/text books for

seeking information. Data in the Table 7 shows that a considerable percentage of the students i.e. 13.77%, 17.24% and 26.02% from PUP, PUC and GNDU respectively sometimes used the library books/text books. It is evident from the Table 7 that only a minute percentage of the respondents i.e. 1.45% from PUP and 3.25% from GNDU never used the library books/text books whereas all the respondents in PUC were using the library books/text books. Data in the Table 7 further reveals that 23.19% of the students in PUP frequently used the reference books (dictionaries, encyclopedias) of the library whereas 34.48% of the students did the same in PUC and 27.64% in GNDU. Table 7 shows that more than 50% of the students from the three respective universities sometimes used the reference books in the library while 18.12%, 10.34% and 14.63% of the respondents from PUP, PUC and GNDU respectively never used the reference books in the library.

Data in the Table 7 further exhibits that 25.29% of the students in PUC frequently used the theses/dissertations in library whereas this percentage was quite low in case of PUP (7.97%) and GNDU (3.25%) as compared to PUC. Analysis reveals that 39.13%, 62.07% and 34.96% of the respondents from PUP, PUC and GNDU respectively only sometimes used the theses/dissertations in the library. It is evident from the Table 7 that only 12.64% of the students in PUC never used the library theses/dissertations while this percentage was quite high in case of PUP (52.9%) and GNDU (61.79%) as compared to PUC. Table 7 exhibits that 21.74% of the students in PUP, 36.78% in PUC and 14.62% in GNDU frequently used the journals in the library whereas around 50% of the students from three respective universities of Punjab and Chandigarh only sometimes use the journals in the library. A considerable percentage of the students i.e. 28.26% from PUP, 14.94% from PUC and 32.52% from GNDU never used the journals in the library. Table 7 further reveals that 41.30% of the students in PUP, 57.47% in PUC and 27.64% in GNDU frequently used the newspapers of the library. Whereas 45.65%, 35.63% and 59.35% of the respondents from PUP, PUC and GNDU respectively only sometimes made use of the newspapers in library. It is clear from the Table 7 that less percentage of the respondents i.e. 13.04% in PUP, 6.90% in PUC and 13.01% in GNDU never used the newspapers of the library. Data in the Table 7 shows that a considerable percentage of the students i.e. 21.01% in PUP, 31.03% in PUC and 13.01% in GNDU frequently used the reports in the library while around 50% of the students from three respective universities of Punjab and Chandigarh only sometimes referred to the reports in the library. Analysis reveals that 29.71%, 17.24% and 34.96% of the students from PUP, PUC and GNDU respectively never used the reports in the library.

Statistical Inference

Pearson Chi-square results with $p < 0.05$ indicate that there was a significant difference regarding the use of different library sources among the

MBA campus students of the selected universities in Punjab and Chandigarh in case of books/text books, theses/dissertation, journals, newspapers, reports and magazines. However, no significant difference has been observed as far as the use of other library sources was concerned.

Table 8**Problems Faced by the Students While Seeking Information from the Library**

Problem	Campus	Count (%)			Total	χ^2 at 4 df (p-value) N=348
		Never	Sometimes	Frequently		
Lack of Resources Available in the Library	PUP	25(18.12%)	88(63.77%)	25(18.12%)	138	16.822 (0.002)
	PUC	32(36.78%)	48(55.17%)	7(8.05%)	87	
	GNDU	23(18.70%)	72(58.54%)	28(22.76%)	123	
Un-organized Material in the Library	PUP	45(32.61%)	78(56.52%)	15(10.87%)	138	37.968 (0.000)
	PUC	55(63.22%)	29(33.33%)	3(3.45%)	87	
	GNDU	32(26.02%)	67(54.47%)	24(19.51%)	123	
Language Barrier	PUP	83(60.14%)	45(32.61%)	10(7.25%)	138	12.249 (0.016)
	PUC	71(81.61%)	13(14.94%)	3(3.45%)	87	
	GNDU	77(62.60%)	38(30.89%)	8(6.50%)	123	
Non-cooperative Library Staff	PUP	91(65.94%)	32(23.19%)	15(10.87%)	138	27.822 (0.000)
	PUC	71(81.61%)	12(13.79%)	4(4.60%)	87	
	GNDU	60(48.78%)	52(42.28%)	11(8.94%)	123	
Inf. Explosion or Too Much Information	PUP	53(38.41%)	64(46.38%)	21(15.22%)	138	7.058 (0.113)
	PUC	35(40.23%)	36(41.38%)	16(18.39%)	87	
	GNDU	32(26.02%)	63(51.23%)	28(22.76%)	123	
Lack of Knowledge on your Part in Using the Library	PUP	54(39.13%)	66(47.83%)	18(13.04%)	138	10.515 (0.033)
	PUC	27(31.03%)	50(57.47%)	10(11.49%)	87	
	GNDU	26(21.14%)	80(65.04%)	17(13.82%)	123	

Respondents were asked to indicate the problems faced by them while seeking information from the library. Table 8 exhibits that 8.05% of the students in PUC faced problems while seeking information due to lack of resources available in the library whereas this percentage was quite high in case of PUP (18.12%) and GNDU (22.76%) as compared to PUC. Analysis shows that 63.77%, 55.17% and 58.54% of the respondents from PUP, PUC and GNDU respectively sometimes faced problem due to lack of resources available in the library. Table 8 shows that a considerable percentage of the students i.e. 18.12% from

PUP, 36.78% from PUC and 18.70% from GNDU never faced problem due to lack of resources available in the library. Table 8 further demonstrates that 10.87%, 3.45% and 19.51% of the respondents from PUP, PUC and GNDU respectively frequently face problem due to un-organized material in their libraries while seeking information. Results reveal that 32.61% of the students from PUP and 26.02% from GNDU never faced problem due to un-organized material in the library whereas this percentage was quite high in case of PUC (63.22%) as compared to PUP and GNDU. Table 8 exhibits that small percentage of the students i.e. 7.25% from PUP, 3.45% from PUC and 6.50% from GNDU frequently faced problems due to language barrier for seeking information from the library. Analysis reveals that 32.61%, 14.94% and 30.89% of the students from PUP, PUC and GNDU respectively sometimes face problem while seeking information from the library. Table 8 further reveals that majority of the respondents i.e. 60.14% from PUP, 81.61% from PUC and 62.60% from GNDU never faced problem due to language barrier for seeking information in the library.

Table 8 shows that less percentage of the respondents i.e. 10.87% from PUP, 4.60% from PUC and 8.94% from GNDU frequently faced problem due to non-cooperative attitude of the library staff while seeking information from the library. Results reveal that high percentage (81.61%) of the respondents from PUC never faced problem while seeking information due to non-cooperative staff in the library whereas this percentage was low in case of PUP(65.94%) and GNDU(48.78%) as compared to PUC. Table 8 further depicts that 15.22% of the students from PUP, 18.39% from PUC and 22.76% from GNDU frequently faced problems in library while seeking information due to the information explosion or excessive information. Out of the total respondents, 38.4%, 40.23% and 26.02% of the MBA students from PUP, PUC and GNDU respectively never faced problem while seeking information from the library due to information explosion or excessive information.

Statistical Inference

Pearson Chi-square test results with $p < 0.05$ indicate that there was a significant difference regarding the problems faced while seeking information among the MBA students of the selected universities in Punjab and Chandigarh in case of lack of resources available in the library, un-organized material in the library, language barrier, non-cooperative attitude of library staff and their own lack of knowledge in the usage of the library. However, no significant difference has been found for other problems faced while seeking information ($p > 0.05$).

CONCLUSION

The main purpose of this research was to find out the information need and seeking behavior of Master's Degree (MBA) students enrolled in the three

universities under study. The problems they were facing included lack of awareness about resources provided by their respective libraries. The effective use of libraries and information seeking from the same largely depends on the attitude, behavior and practice of users rather than on user-friendly staff alone. Hence, the users need special training in the form of orientation programs to be acquainted with actual framework for searching information both from print and electronic resources; it would improve their knowledge and basic skills and also change their attitude and information seeking behavior. Therefore, the university libraries should organize training programs at least four times in an academic year, because seekers cannot be expert in information seeking by getting training only once or twice in a year. It has been observed in the study that the users generally value the quickest and the easiest way to seek information from the library; they expect the same in the case of manual and electronic information seeking and want to spend as little time as possible in searching the whole system. Today, the library users are internet searchers; internet searching has influenced their manual information seeking process to a great extent. The users have very high expectations from libraries. They expect it to retrieve information with the same efficacy as the 'Google'. At the same time, they are not well-versed with the accurate understanding of how information is structured in libraries and how their information seeking results are affected by underlying structure. In such a state of affairs, the librarians have to contemplate what changes should be made to collection building policy. It is high time for the librarians to concentrate on expectations of the users and the problems users face while seeking information and make users a part of the decision-making in matters of acquisition of books, journals and e-resources for the library. The librarians, library staff and policy-makers must recognize the needs of the users. Therefore, they should design the user-friendly retrieval mechanism of information from the libraries just as the search engine like Google offers.

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