



## STUDY OF INFORMATION SEEKING BEHAVIOR OF USERS IN PHARMACY COLLEGES IN NAGPUR REGION

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### ABSTRACT:

This study is analyzed Information Seeking Behavior of Users in Pharmacy Colleges in Nagpur Region. A total of 75 questionnaires have been distributed among three pharmacy educational institutions in Nagpur Region, out of which 71 have responded, and the response rate is 94.67%. In this study, data collected from users by administering questionnaires on their information seeking and requirements of the Department of Pharmacy. It indicates that guidance in the use of library resources and services is necessary to help faculties and students to meet their information requirements. Found that textbooks, journals, magazines and electronic information sources are the most popular sources of information for the students' course work but students and faculties have been shown more affection to formal collection in libraries. It is recommends that latest editions of books and reference materials should be added in the library collections. Also suggests that the internet facilities must be provided in the library.

**Key words:** - *Information, Information Seeking Behaviour, Users Studies, Pharmacy Colleges*

### INTRODUCTION:

Information is an important tool used in the realization of any objective or goal of the library. Information is an important factor in any library, because it's a need of the users. Every library user needs information of increasing variety and diversity of levels, frequencies, volumes and with ease. Information leads the day-to-day activities of the people. Everyone uses information for their personal, societal and official needs. Effective usage of information determines the level of satisfaction on the fulfillment of needs. The perspective and effective usage of information depends upon the attitudes, otherwise called behaviours that the information seeker applies in the process of seeking information. The application of Behaviours in the information seeking process becomes complex in a situation where the flow of information in print, digital and visual forms are enormous. The appropriate application of attitude will enable the seeker not to be caught

among the overflow of information, especially with irrelevant information.

In the current scenario, more pharmacy colleges are being established in India in general and Maharashtra in particular which attract thousands of students towards pharmacy education. At this juncture, it becomes important to enhance the quality of these students and to ensure that they come out as a quality technical man power, best academic achiever and distinguished innovator. This momentum gives way to conduct study on the information seeking Behaviour of students while they seek information in the libraries of pharmacy colleges in which they study.

### DEFINITION

#### Information:-

Information is a human product and is derived mainly from experience, observation, experiment, interaction, study, and research. It has certain basic qualities like existence, language, and meaning. Information is the raw

material from which knowledge is derived. Today man is drowning in a flood of information but is still starving for knowledge. The term information has been derived from the two Latin terms 'forma' and 'information.' Both these words convey more or less the same meaning. The terms such as thought, knowledge, facts, data, and idea are used as synonymous or near synonymous for the term information. So it can be defined as "the data placed into a meaningful context for its recipients."

- "Information is knowledge obtained from investigation, study, or instruction."
- According to Uttor (1999), "information is data value in planning, decision making and evaluation of any program."

#### **Information Seeking Behaviour**

Information seeking Behaviour is a purposeful attempt to seek information and to satisfy the needs that arise out of a necessity to achieve an objective. Here, the information system is consulted either manually or through human computer interaction. In this process, the user consults books or journals or newspapers or any other manual resource or internet by applying information seeking attitudes in a broader sense, that is to say, macro level of application of Behaviour.

- According to Sultana, Ayesha (2016) .The term Information seeking Behaviour involves a set of actions like information needs, seek information, evaluate and select information and finally use this information.

#### **Library Users**

- All these individuals are academic library users who make use of the services offered by the library; they include research scholars, students and academic staff.
- "People who seek and use the information to meet their information needs are referred to as library users."

#### **Pharmacy Education**

Pharmacy education in India traditionally has been industry and product oriented. In contrast

to the situation in developed nations, graduate pharmacists prefer placements in the pharmaceutical industry. In India, formal pharmacy education leading to a degree began with the introduction of a three-year bachelor of pharmacy (B. Pharm.) at Banaras Hindu University in 1937. At that time, the curriculum was presented as a combination of pharmaceutical chemistry, analytical chemistry, and pharmacy, which prepared graduates to work as specialists in quality control and standardization of drugs for pharmaceutical companies, but not for pharmacy practice. After independence in 1947, India inherited a system for the pharmacy profession from the British rulers that was unorganized, and there was no legal restriction on the practice of pharmacy. The concept of pharmacy practice was not realized until after independence. In 1948, the Pharmacy Act was enacted as the nation's first minimum standard of educational qualification for pharmacy practice in order to regulate the practice, education, and profession of pharmacy. Currently, one needs at least a diploma in pharmacy to practice as a pharmacist. Provisions of the Act are implemented through the Pharmacy Council of India (PCI).

#### **LITERATURE REVIEW**

Rangaiah V. K. (2012) at present study is dealing with the information needs and information seeking Behaviour of faculty members of selected Siddhartha educational institutions, Vijayawada, the researcher feels that the studies of this type can be carried out by the faculty members of other well established private educational institutions in Andhra Pradesh as well as in India to make valid generalizations. Further, the libraries coming under one management of Siddhartha Educational Institutions Libraries may join together and pool their resources and exchange on mutual agreement, i.e., resource sharing may be practiced.

Bhatia and Rao (2011) conducted a survey on information seeking Behaviour of students at Dev Samaj College, Chandigarh. It found that less than fifty percent of the respondents were not aware about e-resources and students of the College use search engines as a major source to access e-resources for their information needs.

Abdullahi, Magnus & Solanke (2015) the purpose of this study was to assess the information needs and information seeking Behaviour of Undergraduate students in University of Ilorin. The results generally showed that undergraduate students make use of information to prepare for examination tests and to do their assignments. The information resources used by the respondents are books, journals, internet access, magazines and newspapers. Many of the respondents' purpose for seeking information is for general awareness, preparing reading and for carrying out research. Maharana, Dhal, and Pati (2013) investigate information seeking behavior and satisfaction level of the faculty members and students at the VSS Medical College, Burla, Odisha. The study examines frequency of library visit, purpose of information seeking, preferred resources, most preferred search engine, satisfaction level among the respondents, and so on.

Gowda and Shivalingaiah (2010) conducted a study on information seeking patterns of researchers in the university libraries of Karnataka state. The study identifies gap in the need and availability of electronic resources like online journals and databases in university libraries. Further, it reveals that the electronic resources have created a positive hope among the research community in searching for information.

#### **NEED OF THE STUDY :**

Today information technology has developed rapidly and has had a huge impact on access to information and on information seeking Behaviour. This situation requires studying how best the students' information seeking

Behaviour, especially, reading habits in the current changing learning environment are influenced. The transition in infrastructure of libraries needs to know whether the students will cope with the transition phase. Attitude of Managements of the colleges also influences the information seeking Behaviour of students. When the management is pro library, the library grows in all aspects which in turn, affect the information seeking Behaviour of students. The healthy competition among librarians in developing their library in terms of size, collection and technology and their interest in serving the users affect the information seeking Behaviour of students. This aspect needs a study on information seeking Behaviour of users.

#### **OBJECTIVES OF THE STUDY:**

1. To identify the information needs and information seeking Behaviour of the users
2. Know the awareness about formal and informal sources of information among the user.
3. To examine the motivating factors in information seeking by the users.
4. Identify the frequency and purpose of use of the internet and e-resources.
5. Identify Problems faced by the users in information search.
6. To suggest strategies for improving the user's information seeking behaviour.

#### **SCOPE OF THE STUDY:**

The present study covers the status and implementation of information seeking behaviour of users in three pharmacy colleges in Nagpur Region. In this study three pharmacy colleges in Nagpur Region have been selected. The three pharmacy colleges are Dadasaheb Balpande College of pharmacy, Bhausahaeb Mulak College of pharmacy and Nagpur College of Pharmacy. This research is an in-depth study of user awareness, need of information, information seeking behaviour, expectations, experiences and level. The study covers the

student's members of the pharmaceutical science colleges.

### RESEARCH METHODOLOGY

The researcher adopted the survey method along with literature search to collect the primary data needed for study. For this study three pharmacy colleges in Nagpur region have been considered. To conduct the survey, a questionnaire was designed and distributed among the users, also called as respondents, who had been identified as the 'samples' for the study.

### Sample Size

Three pharmacy colleges were selected and 75 questionnaires were distributed. Purposeful sampling has been employed. Out of a total of 75 questionnaires distributed among the students of these institutions, 71 questionnaires were received and the response rate is 94.67 percentages.

### DATA ANALYSIS

The data collected from the questionnaire have been analysed and interpreted to test the hypotheses framed and to fulfil the stated objectives. For this purpose Statistical Package for the Social Sciences (SPSS) software has been used. The statistical analysis techniques such as frequency distribution and percentage analysis have been employed depending on the nature of the data collected from the respondents.

### DATA ANALYSIS AND INTERPRETATION

Questionnaires were distributed among the students of three pharmacy colleges in the Nagpur region. Number of questionnaires distributed and the response received are shown in Table 8.1.

Out of 75 questionnaires distributed, 71 questionnaires were received from respondents. The response rate is 94.67% percentages. It shows that the majority of the population has responded to the questionnaire.

### Primary Purpose of Seeking Information

The primary purpose of seeking information has been analyzed and the same is shown in Table 2

Table 2 elucidates the primary purpose for which the students visit the library to seek information. It is seen that 71.83 percentages of students visit the library for academic purposes. 46.48 percentages of students are visiting the library for higher studies. 28.17 percent of students are visiting the library to seek information related to placement purposes, which is closely followed by research 30.99 percentages. 2.82 percent of students visit the library for seeking information pertaining to General Awareness. The above table makes it clear that students visit libraries to seek academic information which remains the primary purpose among all the purposes.

### Used Resource of Seeking Information

The students' preference on Used Resource of Seeking Information is shown in Table 3

From Table 3 it is known that the majority of students' textbook sources prefer the use of seeking information among all other sources. The students' textbooks used 87.32 percentages for seeking information. While 42.25 percentage of students prefer both Thesis / Dissertations and Question Bank followed by E-Resources (40.85%), Primary Journals (28.17%), News Paper (22.54%), Reference Sources (21.13%) and Internet Access (19.72%). It is to be noted

### MODE OF ACCESS

The students' preference on mode of access while seeking for information is analysed. The mode of access is classified into print mode, digital/online mode and both of these forms of access. The analysis is shown in Table 4 and in Figure 1

Table 4 illustrates the mode of access preferred by students while seeking information. 57.75 percentages of students prefer both print and digital mode of access. While 16.90 percentages of students prefer only digital/online mode for accessing resources, 25.35 percentages of students prefer print mode alone. It is understood that students prefer both print and

digital modes for accessing information during the information seeking process.

### **Factors Influencing Visiting Behaviour to Library**

The influence of various factors that affect the visiting behaviour of students to the library such as habit, motivation of Guide, library hours, awareness created by librarian and library atmosphere are analysed. The analysis attempts to know which type of these is the principal factor that persuades the users visiting behaviour to the library. The analysis is shown in Table 5 and in Figure 2

Table 5 shows that 47.89 percent of students visit the library by habit. 39.44 percent of respondents are driven by the library atmosphere which is followed by 35.21 percent of respondents who visit library reasoning and motivation by guide. 32.39 percentages of respondents visit the library during library hours. Citing the awareness created by library staff, 22.54 percentages of respondents visit the library. The above table makes it clear that Habit is the leading factor that influences the student's visiting behaviour to the library.

### **Respondents Views on Library Collection**

The students' respondents Views on Library Collection are analysed and the same is shown in Table 6

Table 6 elaborates students' views on the sufficiency of resources available in libraries. It shows that more students feel newspapers (50.70%) are Strongest sufficient compared to books (45.07%). Followed by E- resources (40.84%). The students feel Patents / standards / Specifications (50.70%) Fairly sufficient followed by journals / magazines & Current Awareness Service (46.48%), Thesis / dissertations (42.25%) However, Average Sufficient is felt with respect to CDs/VCDs/ DVDs

### **Opinion on Service Provided by the Library Staff**

The opinion on the service provided by the library staff is analysed in this study. The analysis attempts to know which type of these is the principal factor. The analysis is shown in Table 7 and in Figure 3

Table 7 shows the opinion of students on the services rendered by the library staff. While 80.28 percentages of the respondents feel that the library staff provide Voluntarily Help, 9.86 percent of them feel that they help on request. 7.04 percent of the respondents consider that the library staff gives oral directions and 2.82 percent of students feel that they are not understand my information needs. It is observed that the majority of the students opined that library staff offers help either on voluntarily.

### **Time Spent in Getting Information from Various Sources in a Week**

The analysis attempts to know the students' opinion on the quantum of time spent in getting information from various sources at the library in a week.

Table 8 portrays the number of hours students spend in getting information from various sources in the library in a period of a week. It shows that majority of the students (84.51%) spend up to 5 hours per week in libraries for accessing CDs / VCDs / DVDs followed by News Paper (80.28%), reading textbooks (76.06%), reading Journals/ Magazine (67.60%), accessing thesis and dissertations (59.15%), E-Resources Access (49.30%) and accessing General Knowledge related material (46.48%). Students who spend ten hours and more in libraries are accessing General Knowledge related material (5.63%) and reading textbooks (4.22%)

### **Level of convenience in handling ICT**

Analyses on the views of students in relation to handling of the information communication technologies (ICT) are carried out. The same is shown in Table 9.

Table 9 shows that more students (40.84%) are Strongest Convenient in handling Digital libraries. (40.84%) students are Fairly

Convenient in Remote Access to e-resources. This is followed by DELNET (39.44%), Internet Surfing (32.39%). 19.72 percentages of students feel Weakest Convenient in handling N-List

### **Rating on awareness about Electronic Information Resources**

The students' opinions on awareness about Electronic Information Resources are analysed. The analysis is shown in Table 10 and in Figure 4

From Table 10, it is known that the majority of students 53.52 percentage excellent rating on awareness for Electronic Information Resources. Followed by 25.35% good and 18.31% average. 1.41 percentage weak rating on awareness for Electronic Information Resources

### **Information Seeking Behaviour - Views of Students**

The analysis of the views of the students that affect the information seeking behaviour is carried out. The analysis is shown in Table 11  
The above Table 11 shows the views of students that affect their information seeking behaviour. A meagre portion of students (7.04%) feel that the students need training in using technology to access resources. Another view that invites the attention is the students (15.49%) feel that they are not encouraged to use technology to access resources. 9.86% percentage of students feel that language is a barrier to them while seeking information. 42.25% of students feel that access to information is hampered by the fact that non-textual material is not arranged in an easily retrievable manner and 12.68% of students feel that Reprographic service needs to be improved

### **FINDINGS OF THE STUDY**

- It is seen that 71.83 percentage of students visit the library for academic purpose of Seeking Information
- Majority of the respondents (92.96%) visit library mainly to use Books
- Most of the respondents' (87.32%) textbooks used of seeking information

- More than half of the respondents (57.75%) of students prefer both print and digital mode of access
- Majority respondents (47.89%) habit are factors influencing visiting behaviour to Library
- Most of the respondents CDs / VCDs / DVDs & E-Resources Preferred for Updating Current Developments
- More than one third of the respondents mentioned that books and newspaper both are strongest sufficient available in libraries.
- Majority respondents (80.28%) mentioned the opinion that library staff offer help either on voluntarily.
- Majority of the respondents Time Spent up to 5 hours per week in libraries for use all source of information
- Most of the respondents (40.84%) mentioned the Strongest Convenient in handling digital library
- More than one third of the respondents mentioned the fairly convenient in handling both remote access to e-resources and Delnet
- More than half of the respondents 53.52 percentage given excellent rating on awareness for e-resources
- Majority of the respondents 42.25% of students feel that access to information is hampered by the fact that non-textual material is not arranged in an easily retrievable manner

### **SUGGESTIONS :**

- Information is an important tool used in the realization of any objective or goal of the library. Information is an important factor in any library because it is needed by users. Every library user needs information of increasing variety and diversity of levels, frequencies, volumes and with ease so recommends that more latest edition of books and reference materials should be added to the library collections
- The analysis also reveals that the majority of the respondents are neither satisfied with the performance of their library in terms of providing internet. Measures are to be taken by

the administration and library in increasing the number of systems, provision of laptops, and high speed internet band width to satisfy the demands of the users. Provision of wi-fi will also solve the problems to a large extent.

- Management needs to conduct orientation programmes and training on the use and availability of resources for the effective utilization of information resources.

#### CONCLUSION :

The most of the students of these college are satisfied with the facilities of their library service. Increasing the demand of information seeking behaviour of the students, the college library need to increase the more numbers of computers with good speed of the internet facility as well as conduct the information literacy programme for optimum use of the online services of the library.

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**Table 1 Sample Size**

Sr. No.	No. of Q. Distributed	No. of Q. Received	Percentage (%)
1	75	71	94.67%

**Table 2 Primary Purpose of Seeking Information (PPSI)**

Sr. No.	PPSI	No of user n-71	Percentage (%)
1	Academic	51	71.83
2	Higher studies	33	46.48
3	Placement	20	28.17
4	Research	22	30.99
5	General Awareness	2	2.82

*Multiple answers were permitted*

**Table 3 Used Resource of Seeking Information**

Sr. No.	Resource	No of user n-71	Percentage (%)
1	News Paper	16	22.54
2	Text Books	62	87.32
3	Thesis / Dissertations	30	42.25
4	E-Resources	29	40.85
5	Internet Access	14	19.72
6	Reference Sources	15	21.13
7	Primary Journals	20	28.17
8	Question Bank	30	42.25

*Multiple answers were permitted*

**Table 4 Mode of Access**

Sr. No.	Mode of Access	No of user	Percentage (%)
1	Print Mode	18	25.35
2	Digital / Online	12	16.90
3	Both	41	57.75
	Total	71	100.00

**Table 5 Factors Influencing Visiting Behaviour to Library**

Sr. No.	Source	No of user n-71	Percentage (%)
1	Habit	34	47.89
2	Motivation from Guide	25	35.21
3	Library Hours	23	32.39
4	Awareness Created through librarian	16	22.54
5	Library Atmosphere	28	39.44

*Multiple answers were permitted*

**Table 6 Respondents Views on Library Collection**

Sr. No.	Source	Non-Sufficient	Weakest Sufficient	Average Sufficient	Fairly Sufficient	Strongest Sufficient	Frequency & (%)
a	Books	1 (1.41%)	3 (4.22%)	8 (11.27%)	27 (38.08%)	32 (45.07%)	71 (100%)
b	E-Resources	2 (2.82%)	1 (1.41%)	12 (16.90%)	27 (38.08%)	29 (40.84%)	71 (100%)
c	Current Awareness Service	1 (1.41%)	7 (9.86%)	18 (25.35%)	33 (46.48%)	12 (16.90%)	71 (100%)
d	Journals/ Magazine	2 (2.82%)	2 (2.82%)	12 (16.90%)	33 (46.48%)	22 (30.98%)	71 (100%)

e	Thesis dissertations /	1 (1.41%)	5 (7.04%)	20 (26.76%)	29 (40.84%)	16 (22.54%)	71 (100%)
f	CDs / VCDs / DVDs	9 (12.68%)	11 (15.49%)	18 (25.35%)	26 (36.62%)	7 (9.86%)	71 (100%)
g	Patents / standards / Specifications	2 (2.82%)	7 (9.86%)	14 (19.72%)	36 (50.70%)	9 (12.68%)	71 (100%)
h	News Paper	2 (2.82%)	2 (2.82%)	12 (16.90%)	16 (22.54%)	36 (50.70%)	71 (100%)

**Table 7 Opinion on Service Provided by the Library Staff**

Sr. No.	Opinion on Service Provided	No of user	Percentage (%)
1	Voluntarily Help	57	80.28
2	Help on request only Give	7	9.86
3	Oral Directions only	5	7.04
4	They do not understand my information needs	2	2.82
5	They are not cooperative	0	0.00
	Total	71	100.00

**Table 8 Times Spent in Getting Information from Various Sources in a Week**

Sr. No.	Source of Information	Up to 4 Hrs.	5- 10 Hrs.	10 – 15 Hrs	15 Hrs. & more	Frequency & (%)
a	Reading Text Books	54 (76.06%)	10 (14.08%)	4 (5.63%)	3 (4.22%)	71 (100%)
b	E-Resources Access	35 (49.30%)	27 (38.02%)	7 (9.86%)	2 (2.82%)	71 (100%)
c	Journals/ Magazine	48 (67.60%)	20 (28.17%)	2 (2.82%)	1 (1.41%)	71 (100%)
d	Thesis and dissertations	42 (59.15%)	21 (29.58%)	5 (7.04%)	3 (4.22%)	71 (100%)
e	CDs / VCDs / DVDs	60 (84.51%)	6 (8.45%)	3 (4.22%)	2 (2.82%)	71 (100%)
f	News Paper	57 (80.28%)	6 (8.45%)	7 (9.86%)	1 (1.41%)	71 (100%)
g	General Knowledge	33 (46.48%)	22 (30.99%)	12 (16.90%)	4 (5.63%)	71 (100%)

**Table 9 level of convenience in Handling ICT**

Sr. No.	Source of ICT	NC	WC	AC	FC	SC	Frequency & (%)
a	Internet Surfing	5 (7.04%)	6 (8.45%)	22 (30.99%)	23 (32.39%)	15 (21.13%)	71 (100%)
b	Digital library	1 (1.41%)	5 (7.04%)	17 (23.94%)	19 (26.76%)	29 (40.84%)	71 (100%)
c	Remote Access to e-resources	6 (8.45%)	9 (12.68%)	15 (21.13%)	29 (40.84%)	12 (16.90%)	71 (100%)
d	DELNET	1 (1.41%)	7 (9.86%)	26 (36.62%)	28 (39.44%)	9 (12.68%)	71 (100%)
e	N-List	5 (7.04%)	14 (19.72%)	23 (32.39%)	15 (21.13%)	14 (19.72%)	71 (100%)

NC - Non Convenient, WC - Weakest Convenient, AC - Average Convenient, FC - Fairly Convenient, SC - Strongest Convenient

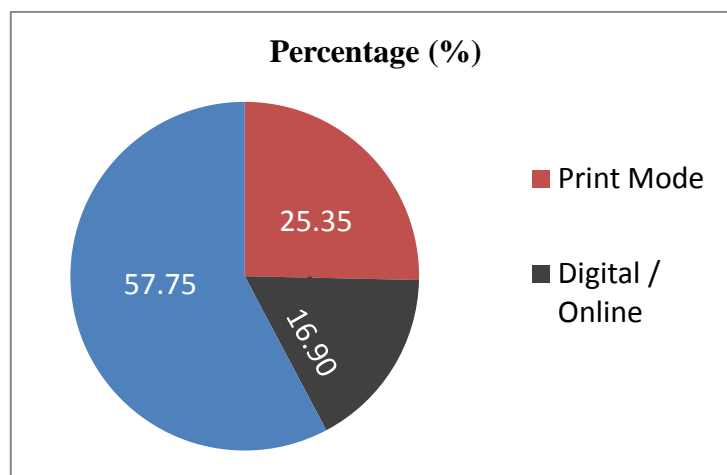
**Table 10 rating on awareness about Electronic Information Resources**

Sr. No.	Rating on awareness about EIR	No of user	Percentage (%)
1	Weakest	1	1.41
2	Average	13	18.31
3	Good	18	25.35
4	Excellent	38	53.52
5	None of above	1	1.41
	Total	71	100.00

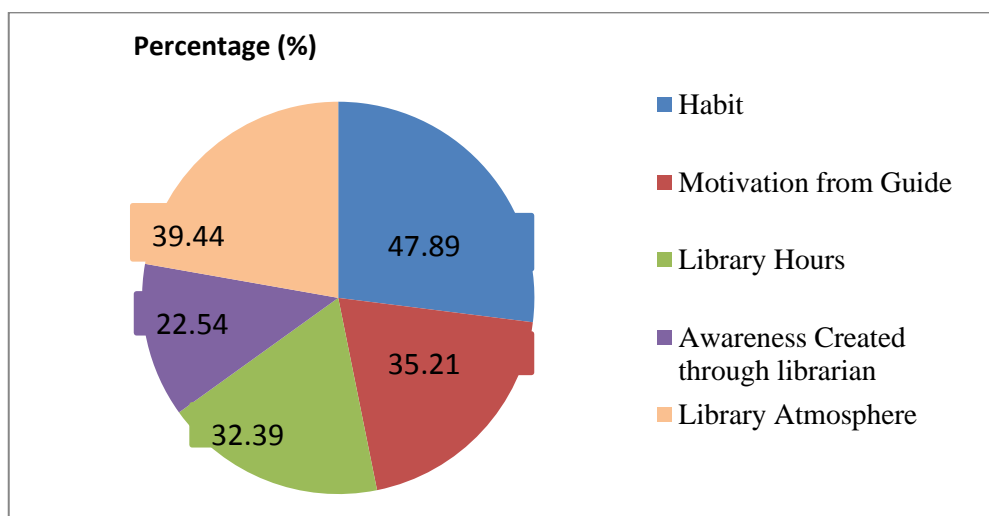
**Table 11 Views of Students that Affect Information Seeking Behaviour**

Sr. No.	Views	No of user n-71	Percentage (%)
1	Language is a barrier for seeking information	7	9.86
3	Lack of encouragement affects usage of libraries	11	15.49
4	Lack of training to make use of library technology affects getting prompt information	5	7.04
5	Non book materials have to be arranged in an easily retrievable manner	30	42.25
6	Reprographic service needs to be improved	9	12.68

*Multiple answers were permitted*



**Figure 1 Mode of Access**



**Figure 2 Factors Influencing Visiting Behaviour to Library**

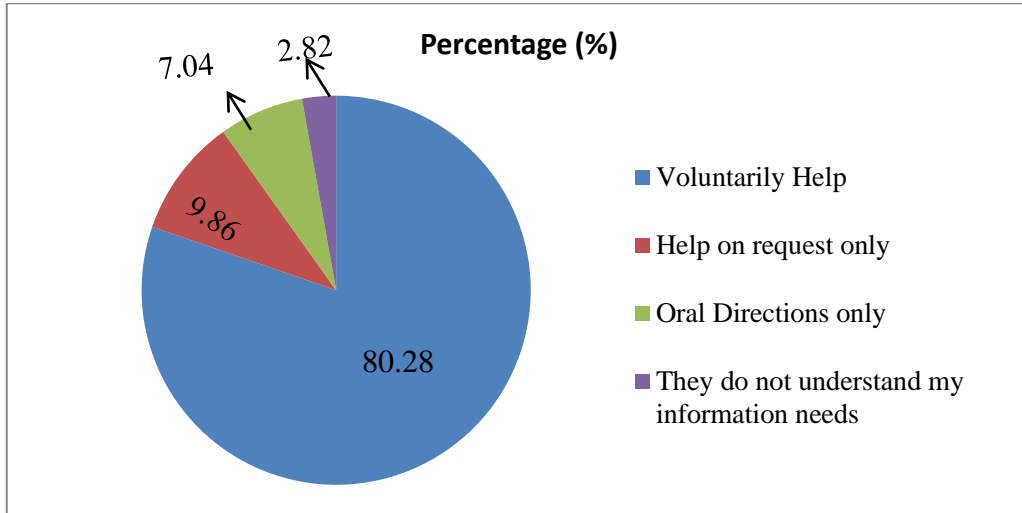


Figure 3 Opinions on Service Provided by the Library Staff

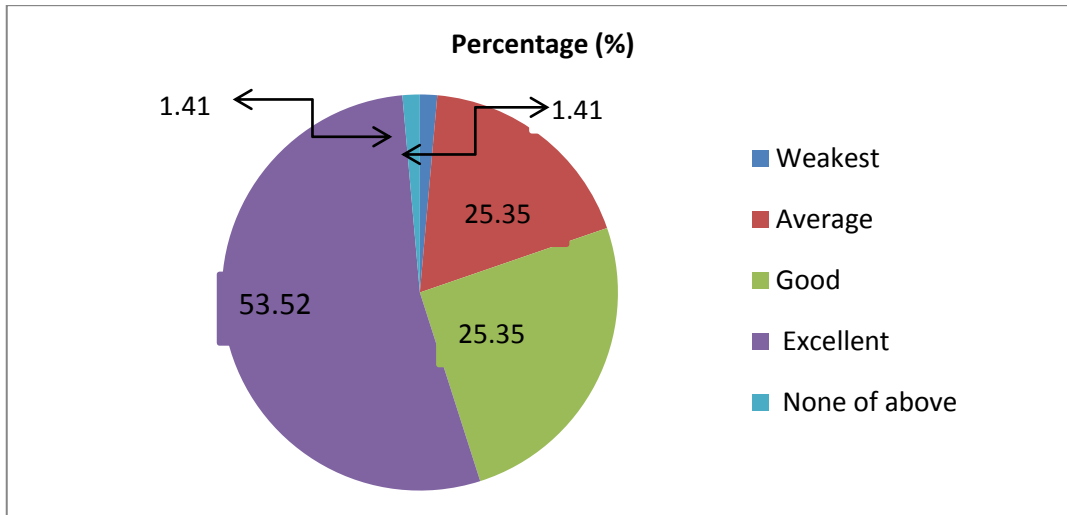


Figure 4 rating on awareness about Electronic Information Resources