Chapter - 5

MAJOR FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.0. Introduction

This chapter deals with major findings obtained and the related discussion. Further, it lists the suggestions to improve Information-Seeking Behaviour of the Students and members of faculties of National Institute of Fashion Technology (NIFT) Institutes. The chapter also highlights hypotheses related discussion, suggestions for further research, recommendations and ends up with conclusion.

5.1. Methodology Adopted

For the purpose of data collection a well-structured questionnaire was designed and distributed to 530 respondents identified as students and faculty members in the four select NIFT Institutes across India, out of which 402 filled-up questionnaires were received back consisting of 75.84% response. The filled in questionnaires were organized, coded and analyzed using SPSS. The data was interpreted in the light of the objectives and hypotheses stated in the first chapter. In analysing and interpreting the data, different statistical tests like Percentage, \( X^2 \) (Chi-square) and Cramer’s V tests were adopted. Tables, charts and graphs were used to make the presentation clear and simple. The detailed interpretation of data is presented in chapter four; the summary of findings is presented in the following sections.

5.2. Major findings of the study

General findings

- Among the 81 total faculty respondents, 65 (95.1%) of the respondents engaged in consultancy work, of which respondents from Mumbai were involved more in consultancy, followed by NIFT, Bangalore, NIFT Hyderabad and 65 respondents from NIFT, Mumbai, 19(95.0%) respondents are engaged in consultancy work, followed by 19(91.7%) respondents are from NIFT, Bengaluru, 14(90.0%) respondents are from NIFT, Hyderabad and NIFT, new Delhi least.
Primary purposes of seeking information

- A large majority (74.8%) of the students indicated that they seek information to appraisal themselves of the current developments in their field, followed by preparation for class notes/assignments (71.7%) and ‘Preparation of Projects/Research (59.2%) respectively. However, in the case of faculty, a large majority (86.4%) of members of faculties indicated that they seek information for the purpose of getting awareness of know the current developments in their field, followed by preparation of papers for Conference / Journal/Workshop (84.0%) and preparation of Projects/Research (80.2%) respectively.

Immediate source of information:

- Majority 74.1% students indicated that they always consult the Internet for their immediate source of information, followed by 57.3% of them who very often consult teachers and 46.1% of them who indicated that they sometimes browse reference materials. In the case of faculty, 42.0% of members of faculties opined that their immediate source of information is discussion with colleagues / peers, and searching on Internet very often (39.5%).

Preferred Version of Information Resources

- More than half (56.1%) of the students preferred ‘Both print and electronic version’ of information resources, followed by ‘Print version’ (23.4%) and Electronic version (20.6%) respectively. However, faculty analysis revealed that 55.6% of the faculty members preferred both print and electronic version of information resources, followed by print version (28.4%) and electronic version (16.0%) respectively.

Visiting Behaviour to Resource Centre/Library.

- Majority (73.2%) of the respondents visited resource centre/library to keep updated with knowledge, utilize the environment of the resource centres (62.6%) and awareness created through librarians (59.2%), where as in the case of faculty, majority (82.7%) of the faculty members
indicated that they visited resource centre/library to keep updated with knowledge, suitable environment of the resource centres (67.9%) and awareness created through librarians (59.3%) respectively.

**Frequency of Visit, and time spent in the Resource Centre**

- 31.8% and 27.1% of the students visited the resource centre/library ‘daily’ and ‘twice in a week’ respectively, where as 38.3% and 27.2% of members of faculties visited the resource centre/library ‘twice in a week’ and ‘daily’.

- 37.7% of students have indicated that they spend ‘One to two hours’ and two to four hours (27.4%) time in the resource centre, where as 42% and 35.8% of the members of faculties indicated that they visited the library “daily” and “twice in a week” respectively.

**Purpose(s) visit/usage of information resources of the resource center**

- More than half (53.3%) students always visited the library to borrow books, 49.5% of students very often visit to use project / Internship reports and 40.4% of them opined that sometimes they visit to library to read newspaper., whereas faculty analysis revealed that majority 60.5% of the members of faculties very often visited the library to use forecast resource, followed by to borrow books 56.7% and 49.9% of them sometime visit to use fabric resources.

- Majority 61.7% of the students always used Journals / Magazines, followed by 40.5% of them used very often costume collection and 41.4% of them they use every month reports. The study also found out that 26.2% of the respondents opined that they never use fabric swatches. In the case of faculty, 46.9% and 48.1% of them very often used E-journals/E-books and every month reports, followed by Costume collection and Books (43.2% each ) and 36.6% of members of faculties sometime they use Project / Internship reports.
Services provided by NIFT Resource Center

- 48.3% of students very often used Forecast services followed by always use of OPAC/Web OPAC (45.7%) and sometime used circulation service (25.9%) respectively. Further, 49.2% of them used Web-based and 44.9% Circulation services used always, and 41.1% of the opined that they very often use the reprographic service.

Place of access to Internet and time spent

- Out of 321 students, the majority 87.5% of them preferred to access Internet through their smart phone, followed by Home (77.6%), Department (59.5%) and Institute Resource Center (58.9%) respectively. However, among faculty majority 95.1% preferred to access Internet in their respective department, followed by their smart phone (92.6%), Home 90.1% and Internet in their Institute Resource Centres (48.1%).

- 32.1% of students they spent between one to two hours to use Internet and as much as possible (25.2%). Among faculty, 48.1% of them spent as much time as possible to use on Internet.

Purpose and frequency of use of Internet

- Majority (66.7%) of students always use Internet for the academic purpose, followed by 42.7% to access e-resources. It also shows that 43.6% of the students opined they use sometimes use Social media and 46.4% of the students never use Internet to visit job portal. In the case of faculty, majority 66.7% of them very often used Internet to access e-resources and 48.1% of academic purposes and 40.7% members of faculties sometime accessed Internet to use social media.

Use of Search Engines/ Importance of e-resources

- The finding of the study shows that the majority 94% of the students and 85.2% of members of faculties indicated that they used Google search engine ‘Very High’ and ‘High’ respectively.

- 45.5% of the students’ felt that e-resources are very important to their academic work and 33.6% of students mentioned as important.
Purpose of use the e-resources

- 40.5% of the students opined that they used e-resources to prepare PPT presentations and search for bibliographic information (39.9%) respectively. However, among faculty, (38.3%) of them indicated that they used e-resources for updating in their subject and to access full texts articles (35.8%)

Use of fashion design based web links / Importance of fashion design online databases in academics

- Majority 53.1% students always used the website www.bergfashionlibrary.com and 38.3% of the students used www.wgsn.com website very often. In the case of faculty members, 42.4% of the respondents always used www.wgsn.com website and 39.9% very often used www.proquest.co.uk website.

- Out of 321 respondents 51.4% of students opined that www.bergfashionstyle.com online database is very important and 39.9% opined that www.promostyle.com is important. As for as faculty members concern, 50.6% of them indicated that www.vogue archival.com is very important and 48.1% of faculty members opined that www.wgsn.com is an important online database.

Importance of fashion design forecast online databases.

- A large majority 95% of the students indicated that they are aware of the availability of fashion designs forecast online database service provided by their respective resource centres while only 5% are not aware.

- 47.9% students indicated that ‘Promostyl’ Fashion Design Online Databases are very important, and 44.6% of the respondents indicated that Worth Global Style Network (WGSN) is important, whereas, among faculty members 40.7% of them indicated that ‘Promostyl’ Fashion Design and Worth Global Style Network (WGSN) (39.5%) are important.
ICT influence on professional activities

- Majority of 72.0% of the students indicated that ICT has influenced in enhancing their communication and promoted professional development and lifelong learning through ICT (66%).

- A large majority 83.5% students that ICT has influenced to provide access to up to date and quick information and Enhance communication (74.8%).

- Majority of 63% of the members of faculties indicated that ICT has influenced in enhancing communication and promoting professional development and lifelong learning through ICT (56.8%, each).

- A large majority 70.4% students opined that ICT has influenced to access and provided up to date and quick information and enhance communication (87.7%).

Satisfaction level of availability of the sources by the NIFT resource center.

- 38.6% of the students opined that they have been satisfied with Journals / Magazines service and 46.9% of the faculty members have highly satisfied with forecast resource and 37.4 % the students respondents indicated ‘Satisfied’ with Projects and Internship reports, In the case of faculty (45.7%) and(42.0%) of them satisfied with E-journals /E-books and Books respectively.

Satisfaction level of availability of the services by the NIFT resource centre

- 38.9% of the students were satisfied with the circulation services and OPAC/Web OPAC (34.6%) and 41.7% of students are not at all satisfied with reprographic (Photocopy) service. In the case of faculty, 38.3% of them satisfied with the Current Awareness Services (CAS) and OPAC/Web OPAC (41.7). 33. 3% of students are not at all satisfied with reprographic (Photocopy) service.

Service provided by the Resource center staff

- A large majority 76.9% of the students indicated that the staff members of the resource centre’s have been voluntarily helped to them and a large
majority of 87.7% of respondents indicated that they helped on request only and 76.5% respondents opined that the employees were very caring. In the case of faculty, a large majority 90.3% of them indicated that the staffs of resource centre have voluntarily helped them and 76.9% of them opined that they got help on request only. It has also observed that 79.4% respondents opined that the members of the staff were very caring.

**Problem(s) faced while seeking information**

- A large majority of 85% of the students did not face problems while seeking information, 8.5% of the respondents indicated ‘Can’t say’ and only 6.5% students opined faced problems and a large majority 94.4% faculty respondents did not face language barrier while seeking information. As far as the faculty concern, 72.8% of them indicated that they have not faced the problem of unavailability of required/latest materials while seeking information and 16% of them opined ‘can’t say’ and only 11.1% faculty members did not face the problem and a large majority 88.9% members of faculties did face problems like language barrier while seeking information.

**Satisfaction on availability IT infrastructure to access e-resources**

- 43.3% of students have been satisfied, 29.3% highly satisfied with availability of ICT infrastructure to access e-resource and only 27.4% of students have not been satisfied. In the case of faculty, 54.3% have been satisfied, 27.2% highly satisfied with the availability of ICT infrastructure to access e-resource and only 18.5% of students are not satisfied.

**Comparison between respondents of various NIFT institutes**

- Compared to other Institutes, NIFT-Mumbai respondents have been maximum library visiting behaviour to utilize the Resource Centre, also NIFT-M respondents had maximum users who visited resource centre to get ‘Awareness created through librarians’, followed by NIFT-Hyderabad, NIFT-New Delhi and NIFT-Bengaluru had least response.

- NIFT-Mumbai respondents visited more frequently to the Resource Centres compared to respondents of other NIFT institutes.
• As compared to the other institutes, NIFT-Mumbai and NIFT-New Delhi respondents spent ‘Between one and two hours’ and ‘As much as possible’ to use Internet in a day.

• NIFT-M and NIFT-B faculty members spent ‘As much time as possible’ to use Internet in a day. It is observed from the study that NIFT-Mumbai and NIFT-New Delhi respondents have accorded importance as compared to the rest of the NIFT institutes.

5.3. Suggestions

In the light of the findings of the study, as well as respondents’ feedback, the following suggestions are made. These suggestions improve the Information-Seeking Behavior of the Students and Faculty Members of National Institute of Fashion Technology (NIFT) Institutes in India: A Study.

• The study has found out that very less percent of the respondents use electronic resources. Therefore it is necessary to create awareness among the faculty and students to make use of electronic information resources.

• The study has found out that 59.3% of the faculty members visited library because of awareness created through the librarians. Therefore, the respected library and information centres frequently provide orientation programmes to their users to create awareness about library resources and services.

• The study has found that only 38.3% of faculty members and 31.8% of the students visited the library daily. Therefore, the library and information centers should attract them to visit library daily with providing various services.

• Only 27.4% of the students spend two to four hours daily in the library. So it is recommended that the library and resource centers should motivate the students to spend maximum time in the library.

• The NIFT resource centre should have user group mail so that, the new arrivals can be sent to all user at a time.
• The study made it clear that some of the students and faculty members suggested NIFT-B Institute do not provide reprographic and scanning service resource center, therefore, the resource center has to take this is priority and provide reprographic and scanning service in their resource center and fulfill the requirement of the users.

• Only few respondents were using online fashion related forums for their required information. In view of this awareness about the importance and use of online forums is to be created among the students.

• Multiple copies of the forecasting journals (print) and important text books should be purchased for the benefit of the resource center users.

• Some of the respondents suggested that, they need for separate wing for the faculty members in needful in their resource center.

• The study proved the most of the respondents (NIFT-B) suggested separate Internet access center in the resource center should be arranged for students and faculty members for their convenient.

• In the context of digital environment, the existing rare and valuable documents must be digitized in a phased manner for preservation and for future use. So that availability of information would be in time and in easy way.

• Resource center should improve bibliographic service, E-CAS and SDI services, new arrivals, indexing and abstracting services etc.

• Some of the institution lack of infrastructure facilitates such as Internet terminals, adequate bandwidth and access to primary journals. These institution have to improve their infrastructure and top priority. So that they can access information when ever there is need.

• Some of the respondents suggested that maximum number of books, journals, and materials as many as possible in each subject should be acquired, processed and maintained in the resource centers. Hence, the required resources should be acquired and kept in the resource centers.
• As suggested respondents, the NIFT resource centers should expand the availability of relevant materials and seek the opinion of users in the selection and acquisition of library resources. The involvement of students and faculty members in the selection process is expected to help in developing useful library collections. Which are more relevant to their information needs. Similarly such involvement may also result in higher user satisfaction.

5.5. Implication of the further study

ISB studies have got such an immense potential that such study should be carried out periodically for the benefit of the users. Researcher feels that a range of studies can be conducted in the area of Information seeking behaviour of academicians as listed below:

• A comprehensive study may be take up covering all the 16 NIFT Institutes in the country to project the use pattern of various sources of information, electronic information sources and the print media.

• Similar studies can also be conducted in other National Institute of Fashion Technology not included in this study.

• A comparative study of the Information seeking behaviour of the students and faculty members of NIFT Institutes with students and faculty members of private fashion design colleges can be undertaken.

5.5. Conclusion

Fashion design and fashion technology gained momentum about four decades ago. Noticing the developments and interest of the public in the country, Government of India under the ministry of textile started providing systematic education on one hand and initiated research in the research in the discipline on the other of late, the focus is in three major core area/disciplines: fashion technology, fashion design and fashion management, including fashion forecasting.

Year by year, the number of students joining NIFT is increasing. This necessitates giving due importance and priorities for collection of budget, improving the infrastructure and development of library facilities on modern
The sector has to develop digital information resource centre. The initiative has to be taken up by the traditional resource centre. The apex body has to co-ordinated the resource sharing programmes and up-date the electronic resource covering on-line journals, books and research subdivisions, which can be accessed by the faculty members, researchers and students of the 16 NIFT centres in the country. As the apex body the organisation of orientation and training programmes for library staff has to be taken up by the resource centre so as to meet the needs of the professional librarians working in the country in the specific area.

Quite a number of online databases are there in the discipline of fashion technology such as wgsn.com, voguearchival.com, promostyle.com, bergfashionlibrary.com. Which provide access to digital data, information available can meet the needs of professional faculty member and students to a limited extent. However, these databases have to be up-dated on continuous basis and made more comprehensive. Adequate support need to be extended, so that, they can concentrate more on quality of the information resource and content as well.

In most of the issues on information seeking behaviour, NIFT Mumbai had an edge over other NIFT centres spread across in India-NIFT-Bangalore, NIFT-Hyderabad and NIFT-New Delhi. If these NIFTs have thrive well in the future they have to follow the functioning styles of NIFT-Mumbai and reputed fashion schools of other countries to make improved and effective information searching and seeking behaviour of both students and faculty members.

The individual NIFT centres must also modernise their infrastructure such as wi-fi facility, Internet band-width, adequate Internet terminals, facilitation of remote access to the electronic information resources and in-house digital repositories. On top priority they have to develop up-date repository of dissertations, report literature, special collections and in-house literature, including display of classic fabric designs and art-craft works. The national digital repository must be the initiative of national resource centre established in New Delhi. It has to take in to consideration all the 16 institute resource centre of fashion technology established in the country for creation of digital repository,
Information resource sharing and providing orientation/training to the library professionals noticing the present needs and requirements.

Development of any set-up revolves around budgetary provision and technical manpower. The National Institute of Fashion Technology has to be developed on modern lines and hence the needs of allocating adequate budget for infrastructure and subscription to primary electronic information source. Further, the quality of Information services depends upon skilled manpower. Hence, the professional staffs have to be provided which possess adequate knowledge and skill to establish and handle information technology based library service.