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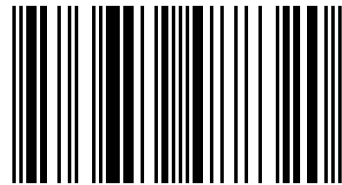


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Empowerment of Textile Market Women in Southern Nigeria

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**INFORMATION BEHAVIOUR AND SOCIO-ECONOMIC
EMPOWERMENT OF TEXTILE MARKET WOMEN IN
SOUTHERN NIGERIA**

ADEKANYE, ADETOUN ELIZABETH

MAY, 2013

DEDICATION

This work is dedicated to God Almighty, the pillar of my life and strength of my strength. Also to the memory of my late father- Chief Isaac Adeyeye Adebisi - a father of an indelible character, a lover of education. May his gentle soul rest in perfect peace (amen), and to my mother, madam Deborah Adesiyon (ATOKE) Adeyeye -priceless without equal. Everything that you sacrifice for in my life means more to me than I can possibly say. I thank God for your life and pray He blesses you with many more years to experience more blessings from Him.

ABSTRACT

Information is essential and crucial to decision making. Reliable information is necessary for building the awareness resources and practical strategies to improve life time experiences capable of enhancing direct access to knowledge and power. However, it is perceived that the prevailing patriarchal social system limits women's access to information. Also, related studies on the relationship between information behaviour and socio-economic empowerment of textile market women in Nigeria have probably received inadequate empirical attention. The study therefore investigated the information behaviour and socio-economic empowerment of textile market women in Nigeria.

The study adopted survey research design and purposive sampling technique to select two Geo-political Zones in Nigeria. Disproportion stratified random sampling technique was used to select specific markets for the study. One thousand and six hundred (1,600) respondents were randomly selected from 22 markets within 11 states from Southern Nigeria. Questionnaire was used collect data to elicit information from 1,556 (97.9%) respondents. Correlation, multiple regression and Pearson Product Moment Co-efficient (PPMC) were used to test the hypotheses. The questionnaire was validated. The reliability coefficient for information need was 0.71; information seeking 0.71; information sourcing 0.89 and information use was 0.95 while socio-economic empowerment was 0.95 using Cronbach alpha.

Findings showed that there was a relative influence of information needs, seeking, sources, and use on the socio-economic empowerment of the textile market women. It was also discovered that information seeking has the highest significant influence on the socio-economic empowerment of the textile market women ($\beta=0.48$; $t= .16.64$; $p=0.000<0.05$). Next to this was information sources ($\beta=0.30$; $t=13.05$; $p=0.000<0.05$) and (identification of information needs ($\beta=0.14$; $t=5.05$; $p=0.000<0.05$). However information use had no significant influence ($\beta=0.01$; $t=0.81$; $p=0.859>0.05$). The findings further indicated that there was a joint relationship between information needs, seeking, sources, use and socio-economic empowerment of the textile market women ($R=0.49$). This value accounted for 23.9% of the total variance in socio-economic empowerment of Nigerian textile market women (adjusted $R^2=0.239$).

The result indicated that the Nigerian textile market women were innovative, dynamic and creative in their entrepreneurial activities when they are empowered with information, which invariably would bring self-sustainability and societal development. The study concluded that the information behaviour of Nigerian textile market women in terms of needs, seeking, and sources have significant influence on their socio-economic empowerment. Thus, the study recommended that Nigerian market women should be encouraged to participate in economic activities that will improve their livelihood, access to timely, accurate information available that can enhance their capacity building, participation and positive attitude toward development. Government should encourage dissemination of information in various Nigerian local languages and dialects to meet the information needs of textile market women in Nigeria.

Key Words: Information-seeking behaviour, Information needs, Information use, Socio-economic empowerment, Textile market women.

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E.A. Adekanye

March 13th, 2013

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LIST OF ACRONYMS

| | |
|--------|--|
| ATRCW | African Training and Research Centre for Women |
| CEDAW | Committee on the Elimination of Discrimination against Women |
| CGAD | Consultative Group to Assist the poor |
| DFID | Department for International Development |
| EFA | Education for All |
| FAO | Foods Agency Organization |
| GNP | Gross Domestic Product |
| ICT | Information and Communication Technologies |
| IDRC | International Development Research Centre |
| IFAD | Internal Fund for Agricultural Development |
| ILO | International Labour Organization |
| INSBI | Information Needs and Seeking Behaviour Inventories |
| ISQ | Information Sources Questions |
| IUS | Information Use Questions |
| MDGs | Millennium Development Goals |
| NEEDS | National Economic Empowerment and Development Strategy |
| NPC | National Population Commission |
| PPMCC | Pearson Product Moments Coefficient Correlat |
| SEEI | Socio-economic Empowerment Inventories |
| SMES | Small Medium Enterprises Scheme |
| SPSS | Statistical Package for Social Sciences |
| STDs | Sexually Transmitted Diseases |
| UNDP | United Nations Development Programme |
| UNECA | United Nations Educational and Cultural Association |
| UNESCO | United Nations Economic and Scientific Organization |
| UNICEF | United Nations Children's Fund |
| UNIFE | United Nations Development Fund for women |
| WCEFA | World Conference on Education for All |
| WID | Women in Development |
| WIEGO | Women in Informal Employment Globalizing and Organizing |

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Information is an essential part of all facets of life. It is such an important raw material, that its acquisition and understanding is germane in decision making, policy formulation, as well as implementation for growth and survival. Reliable information is the cornerstone for building the awareness, expertise and practical strategies necessary to improve the world we live in, in terms of health, physical, technical, mental, social and scientific development of humanity (Olabisi, 2001). Without adequate information, not much can be achieved especially when it concerns decision making or acquisition of knowledge. Information is vital to decision makers at all levels in all circumstances (Ajayi, 2007). However, there is always a need for individuals to obtain relevant information as Mayer (2005), Kamba (2009), Kachharo (2007), submit information helps in reducing the degree of uncertainty in the operating environment of any organization. Information as a facilitator of development in all human endeavours is a vital resource to the socio-economic development of any nation or individual. Egyir and Benipuo (2009) affirm that human beings interact with information in different ways and this interaction may take several forms such as demanding information from a formal or informal system. Areas in which people need information and the type of information needed are diversified, varying from one group to the other. While some information are job related, others are political, health, social and governmental in nature. Others include occupational business, and educational related (Robinson, 2010). The perceived need of an individual brings about the move to seek for information in order to achieve his/her

goal. In other words, the variable of information needs and information seeking as exhibited by individual constitutes his/her information behaviour.

Information behaviour is a generic term that encompasses information needs, information seeking and information use. It is a term used to describe the many ways in which human beings interact with information in particular and the ways in which people seek and utilize information (Bates, 2010). Among library and information professionals, information behaviour is a term used in Library and Information Science to refer to a sub discipline that engages in a wide range of types of research conducted in order to understand the human relationship to information. Wilson (2000) describes information behaviour as the totality of human behaviour in relation to sources and channels of information, including both active and passive information seeking, and information use. Thus, it includes face-to-face communication with others, as well as the passive reception of information as in, for example, watching television advertisement without any intention to act on the information given.

The concept of information behaviour begins with an individual's need. Authorities have argued that information need is the lack of appropriate information on which to base choice that could lead to benefits or services that may improve people's well being, (Tester, 1992; Miranda and Tarapanoff, 2007; Lambert and Loislle, 2007). Kebede (2002), conceptualized information need as the uncertainty that arises in the individual, which they believe can be satisfied through information acquisition. Factors that give rise to information need include seeking answers, reducing uncertainties, bridging gaps, solving problems, understanding (making sense) and coping (Case, 2002). The different characteristics of work environment make one type of information need and seeking different from the other. Therefore, it is beneficial to study each group of information

seekers one at a time and use the results to develop user-oriented information systems in order to serve each group better. Beyond this, the assessment of information need and seeking behaviour of various groups and individuals is essential in assisting them to access and use information resources for optimal performance and productivity (Oyewo, 2006). There are several studies which have targeted the information needs of selected people, race and interest groups in the past. For instance, Luker (2006) and Adeyemi (2001) focus particularly on rural women in Africa.

Taylor (1991) and Thorsteinsdottir (2001) emphasise that in studying the information need of an individual, consideration should be given to the information environment/context, which includes not only the information need but also the information-seeking behaviour, access to information, and sources of information used for satisfying the information need. Ikoja-Odongo (2002) and Kakai et al (2004), describe information seeking as one of the attributes that uniquely differentiate humans from other mammals because it is the means by which they relate to their environment intelligently.

Tidwell and Sias (2005) describe information seeking as "the proactive communicative process of gathering information from one's environment, typically for the purpose of uncertainty reduction". Considering the variables of information seeking behavior in a compact, Wilson (2000) gives a more comprehensive definition of information seeking behaviour as the ways individual articulate their information needs, seek, evaluate, select, and use information. In other words, information-seeking behavior can be described as the purposive seeking of information as a consequence of a need to satisfy some goals. According to Pettigrew (2006), information-seeking behavior involves personal reasons for seeking information, the kinds of information which are being sought, and the ways and sources through which needed information is being sought. Having harnessed various

definitions of information seeking behaviour, the term, in the context of this study, is described as a reaction of individuals to information in order to proffer solution to their problems.

Kerins, Madden and Fulton (2004) and Mittenneyer (2003) report that the whole essence of information need and seeking behaviour is for information use and the actual process of using information has to do with the way individuals internalize information content. Having access to relevant and timely information has a role to play in the way the information is used. Although, information use is a fundamental concept, there are no definitional or methodological approaches that are broadly accepted or applied. (Kirk, 2002 as cited by Choo, et al 2002).

The classic work of Taylor (1991) identifies the following eight classes of information uses. These are:

Enlightenment. Information is used to develop a context or to make sense of a situation by answering questions such as, Are there similar situation? What are they? What is our history and experience?

- Problem Understanding. Information is used in a more specific way than enlightenment-it is used to develop a better comprehension of a particular problem.
- Instrumental. Information is used so that the individual knows what to do and how to do something.
- Factual. Information is used to determine the facts of a phenomenon or event to describe reality.
- Conformational. Information is used to verify another piece of information.
- Projective. Information is used to predict what is likely to happen in the future.

- Motivational. Information is used to initiate or sustain personal involvement in order to keep moving along on a particular course of action.
- Personal or Political. Information is used to develop relationship, enhance status, reputation, and personal fulfillment.

Information use is further buttressed by Todd (1999) who viewed information use as a multifaceted change process that:

makes the distinction between "utilization" as doing something with information and make a difference to the thoughts and actions of people; and "impact," seen as modifications in a program or policy; and "utility," referring to the relevance of the information...to an area of policy or program. (pp 853).

For the purpose of this study four of Taylor's classes of information use are highly relevant. These include instrumental, projective, motivational and personal information use. Discussions of use in isolation from need do not lend themselves to a comprehensive understanding of the process, as use is the final step of an information seeking process. This is especially crucial to increase productivity of individual users of information. While some are relatively homogenous (such as professionals, students, policy makers, researchers, among others, could be heterogeneous (rural inhabitants, women artisans,). Also, they come from different backgrounds, possess different levels of education, do different jobs and operate from different environments. Market women, for instance, will naturally seek information on new products, goods, transport a-vailability and new market opportunities, amongst other information needs, t which will in turn influence their use of judgment in decision making. Decision making that bothers on their families, self care, health, business, occupation, social infrastructures and so on requires adequate information. In other words, the ability to make informed decision by an individual solely

rests on the quality of information available to be accessed at any given time. It has been established that providing opportunities to access information for decision making, be it personal or collective, is an aspect of human empowerment (Blenchar, 1996).

The term empowerment covers a vast landscape of meanings, interpretations, definitions and disciplines. According to Sughosh's India Foundation (2010), empowerment is the process of obtaining basic opportunities for marginalised people, either directly by those people, or through the help of non-marginalised others who share their own access to these processes. Empowerment also includes encouraging and developing the skill for self sufficiency with a full course on eliminating the future need of charity or welfare in the individuals. It can be categorized into economic, political, social, etc. Importantly, empowerment as methodology is often associated with feminism and that is why studying socio-economic empowerment of Nigerian textile market women is important at this time in history.

Socio-economic empowerment is a phrase understood to be a process of developing a sense of autonomy, self-confidence, control of resources and participation in decision making by the people acting individually and collectively to change social relations and institutions and discourses that exclude poor people and keep them in poverty (Blomkvist, 2003). The involvement of women in socio-economic activities cannot be underestimated. Ajayi (2001) and Afolabi (2003) highlight the socio-economic activities engaged in by 6women in Nigeria to include: fanning, trading, bead-making, cloth-weaving, dyeing, mat-weaving, soap-making, pottery, hairdressing, fashion designing, etc. Nwagwu and Ifeanacho (2009) also affirm that most times, the contributions of women are trivialized and disregarded when in actual fact they bear the brunt of the families' economic burden.

The unstable and harsh economic conditions prevailing in Nigerian society have brought about a change in the statutory role of women, such that they have to get involved in socio-economic activities alongside taking care of the home in order to support the family. Ukachi (2007) corroborates this opinion by emphasizing that women bear almost all the responsibilities for meeting the basic needs of the family; yet they are systematically denied the resources, information and freedom of action they need to fulfill this responsibility.

Textile trading is an area dominated by women all over the world. From the accounts of Colleen (1993), both men and women were noted to be of economic value in the production, distribution and marketing of textile products, He emphasized that "skilled workers at all stages of the manufacturing process, including both men and women, produced the textile for which the Sokoto Caliphate was well known in the 19th century". Colleen mentioned specifically that women received scant attention and contributed directly to the textile industry in a variety of capacities as weavers, marketers, dyers and managers. According to Gereff (2002), textile is known to have contributed globally to the Gross Domestic Product (GNP) of nations and has also offered many ranges of employments to both the skilled and unskilled labour in *the* developing countries.

Overall, women's economic activities in Africa and Nigeria as well fall mainly into two categories: market trading and subsistence agriculture or farming. More than two hundred million women in Africa are involved in different economic activities, but one group of women almost entirely peculiar to West Africa is that of the market women and rural women (Aidoo, 1998 cited in Nnaemaka 1998; Ayithey, 2005). Offering a rough estimation of women's economic participation in Nigeria, Yassine (1996), noted that the population of market women in Nigeria is roughly estimated at 10 million while that of

rural women who are engaged in subsistence agriculture is estimated at 20 million. Besides, the economic benefits, Nwanesi (2006) observed that most of these women are among the low-income group, with a high rate of unemployed family members or deceased husbands. What is more, not only do these women's earnings directly feed numerous dependants, but they also buy the next day's stocks, and sometimes allow credit for cash-poor customers. If a market woman 'goes broke', therefore, she is not the only one who goes hungry. Unfortunately, the financial instability commonly known among these women reflects structural conditions much harder to fix than dilapidated market places.

Nwanesi (2006) reports that women as retailers, wholesalers, and negotiators, dominate the central/main markets scattered in and around Nigeria. The women control the market through the market chairpersons who are leaders of particular sections of the market, such as the yam sections or tomato sections. Generally, other market women that own or rent a stall elect these chairpersons. However, most chairpersons acquire their position through personal relationships, which have been cultivated for over 10 to 20 years and thus having less control over other members and over the resolution of differences. Just like any other human endeavour, there are categories of market women all over the country. Some can be classified as very poor or poor; some average and others have done very well. The differences between all these market women can be attributed separately to their ages; whether or not they are married to a husband from a rich or poor family, the length of their economic activities and sometimes the numbers and ages of their children. Nonetheless, for every market woman; everyday, she takes her accustomed place in the stall or at the market corner, surrounded by her wares and haggles with her customers.

In essence, these women's economic activities have a strong bearing on the general survival and sustainability of the West African region. For example, it is through market women that supplies are distributed or sold to a large percentage of the population in most metropolitan or rural areas. Market women offer varieties of products and services: vegetables, meat, poultry, fish, spices, cooked foods, baskets, cloths, shoes, jewellery, tailoring and sewing and hairdressing. They live in the cities as well as in villages in Nigeria and in other West African towns and rural communities. However, market and rural women are constantly confronted with different problems.

Specially, the 1997 International Labour Organizations (ILO) study placed lack of capital, especially in the start-up period, as one of the problems most often mentioned by women micro-entrepreneurs. In the same way, family issues and state of the nation are some of the major obstacles they face. These problems were further exacerbated by the introduction of Structural Adjustment Programmes (SAP) Yesufu (2000) and Agabi (2000) attest to the fact that SAP often come with undesirable economic consequences. Study carried out by Nwagbawa (2011) also affirm that SAP is a foreign imposition, which is not in the interest of the people of Nigeria and produces more adverse consequences than benefits, and it is an anti-development policy programme that throw many people into labour market, among others. Indeed, to reverse the worsening economic fortunes in terms of declining growth, increasing unemployment, galloping inflation, high incidence of poverty, worsening balance of payment conditions, debilitating debt burden and increasing unsustainable fiscal deficits, among others, the government of General Ibrahim Babangida embarked on this austerity measures in 1982. Arising from the minimal impacts of these measures, an extensive structural adjustment programme was put in place in 1986. However, the incidence of poverty keeps on

increasing and women were the worst hit by the worsening economic fortunes. This situation might have greatly increased women's participation in occupations that are considered as masculine in order to sustain their economic life. For women to function properly in these presumed masculine role turned feminine, they must be empowered and this level of empowerment must transcend towards national development.

Empowering women for national development will not be complete without some focus on gender issues. In line with Wieringa (1998), the concept of gender and women empowerment in a holistic way is by incorporating the full range of concern with socio-economic challenges with which women are confronted, from the physical to religious and legal realm as well as to political and economic issues. One of the key factors in determining the level of development, status and position of women in the society is empowerment. This means that the neglect of women in the development process of any country constitutes a human resource waste. It is a disservice for any country to ignore her women population in any developmental effort. The task before most governments, therefore, should be that of moving steadily and firmly in the direction of economic development by involving women.

True development means the development of women in three categories. These are individual, social, and economic development. Individual development involves increased skills and capability, greater freedom, creativity, self-discipline, responsibility and material well-being. Increased capability connotes social development, while economic development is determined by the increased capacity of the members of a society in dealing with their environment. This emphasis implies that development at the individual stage subsumes both the social and economic categories of development.

At the core of the concept of empowerment is the idea of power. Power can be understood as operating in different ways and its conceptualization varies from context to context, in fact, some explanation is grounded in an understanding that power will be seen and understood differently by people who inhabit various positions in power structures. Power in a traditional sense denotes a force exercised by individuals or groups. Foucault (1982) observed that "power is a set of actions that act on other possible actions-it functions in the field of the possible or inscribes itself in the behaviour of actors by inciting, inducing, seducing, facilitating or hindering, expanding or limiting". In sum, Foucault's model of power involves recognizing the existence of multiple-power relations. 'Power', he wrote, "is considered to circulate and to be exercised rather than possessed". Foucault maintains 'resistance', where individuals contest fixed identities and relations in ways which may be subtle, is seen as an inevitable companion of power. Weber cited in Preser and Sen (2000) describes 'power' as the probability that one actor within a social relationship will be in a position to carry out his own will despite resistance, regardless of the basis on which this probability rests. An example of such power is often visible in most Nigerian households whereby the male head of the household maintains a relatively absolute power in almost every decision-making process.

However, Kabeer (1996) reasons that power from within needs "experiential recognition and analysis" of issues to do with women's own subordination and how it is maintained. She pointed out that such power 'cannot be given, it has to be self-generated'. That is to be understood as the need to move beyond project participation into the realm of policymaking. Indeed, certain aspects of culture or norms enable women in Africa to negotiate and maintain some degrees of power within their families or lineages. This

understanding creates possibilities to avoid making absolute claims about the outcomes of empowerment process.

Empowerment, by definition, is a social process, since it occurs in our relationships with others. It is a process that is similar to a path or journey: it develops as we walk through it. Other aspects of empowerment may vary according to the specific context and people involved. In addition, one important implication of this definition of empowerment is that the individual and the community are fundamentally connected. Women empowerment is a worldwide concept, which has been challenging the problem of gender inequality since the beginning of history. Women empowerment according to Afolabi (2003) comprises five components: women's sense of self-worth; their right to have and to determine choices; their right to access to opportunities and resources; their right to have the power to control their own lives both within and outside the home; and their ability to influence the direction of social change to create a more just, social and economic order both nationally and internationally. Some elements as necessary conditions for empowerment include access to skills training, problems solving techniques, best appropriate technologies and information, participation in decision making processes by all people, particularly women and youth, (Singh and Titi, 1995).

In the context of this study, socio-economic empowerment is described from the viewpoint of a woman being financially independent through her engagement in income-generating activities. These include having access to productive facilities that would enhance her income-generating capacity, having control over the income generated by investing in personal properties, having personal savings either through thrift or bank account(s) and contributing to the financial upkeep of her household, actively participating in household decision-making on issues that affect her livelihood, such as

choice of health care facilities, children's school, number of children, child spacing, as well as having improved self-worth gained through awareness and ability to negotiate and voice out concerns on issues that infringe on her rights as a person and as a woman.

Based on the above assertion, socio-economic indicators, according to the World Bank (1997, 2005a, 2005b), are used in determining the extent of socio-economic development and the good quality of life of people in a given society or country. Thus, socio-economic status is determined by the availability of social infrastructural services (such as potable water, sanitation services, health care services, etc.), and peoples' accessibility to these services and the growth of nation's Gross Domestic Product (GDP), while good quality of life as expressed by World Bank, (1990); Narayan et al, (2000a); Narayan, et al (2000a) and Ijaiya (2002) includes mental well-being, social, self-respect, security and having freedom of choice and action.

These socio-economic indicators are significant in determining the overall social well-being or the quality of life of the people in a particular country and in comparing relatively the quality of life of people in different countries from which appropriate lessons can be learnt and be measured for possible improvement in life of the people. Perhaps, it should be noted that the above socio-economic indicators are achievable in line with Millennium Development Goals (MDGs) by 2015.

In Nigeria, the empowerment' of women has in the recent years come to be recognized as a central issue in determining the status of women. Thus, in 1989 the National Commission for Women, charged with the responsibility of safeguarding the rights and legal entitlements of women, was established. It later metamorphosed into the Ministry of Women Affairs in 1996. Recently, the Ministry evolved a National Gender Policy (2006), which highlights the rights and privileges of women within the Nigerian State.

Nigeria has also ratified various international treaties on women's rights, such as Committee on the Elimination of Discrimination against Women (CEDAW) committed to securing equal rights for women. Similarly, the National Economic Empowerment and Development Strategy (NEEDS, 2004) recognizes the need to integrate women into the development process by enhancing their capacity to participate in the economic, social, political and cultural life of the country through measures such as mainstreaming women's concerns and perspectives in all policies and programmes, and promoting women's access to micro-finance and other poverty alleviation strategies. In all of these, what is the role of information?

The Information and Communication Technology (ICT) revolution is creating a global information society, economic, and political life around the world. Information most often has been described as source of knowledge and knowledge is seen as power. However, research has established that information gap exists among the women folk (Afolabi, 2001) The concern for women economic empowerment has been a top priority on the agenda of many national, non-governmental as well as international stakeholders. It has been established that there are still various challenges that hinder women's full participation in the labour market and economic life. The main gaps identified include low economic participation (around 30%), high unemployment rate (close to three times that of males), and poor working conditions for women in the informal sector (Ajayi, 2005). These gaps have been observed to be as a result of information gap that exists among the womenfolk. Perhaps, women lack the basic needs and ability to look for relevant information to better their lot.

Some of the major factors that affect women's ability to seek for necessary information can be attributed to their pattern of information behaviour that is the totality of their

behavior in relation to sources and channels of information including active and passive information seeking and use (Wilson, 2000). This could be as a result of personal factors such as age, gender, level of education. Nigerian textile market women in particular have been found to face environmental challenges which have inadvertently affected their socio economic status.

1.2 Statement of the Problem

It has been established that information is a critical facilitator of socio-economic development of a nation. Therefore, there should be equal access to it regardless of gender. Previous studies confirmed that women, especially in developing countries, lack access to unlimited opportunities that information can offer and this has inadvertently affected their socio-economic status in the society. Also, studies have concentrated on information needs and behaviour of women, but there has been none on information needs and seeking behaviour as related to socio-economic empowerment of women in Nigeria.

It is against this background therefore, that this study seeks to examine the pattern of information behaviour of textile market women in Nigeria and its effects on their socio-economic empowerment. The study also attempts to identify challenge facing Nigerian textile market women in accessing information.

1.3 Research Objectives

The broad objective of this study is to evaluate the relationship among information needs, information-seeking behavior and socio-economic empowerment of textile market women in Southern Nigeria. The specific objectives are to:

- i. find out the extent to which textile market women in Southern Nigeria recognize their information needs.
- ii. identify the information-seeking behaviour of textile market women in Southern Nigeria.
- iii. identify the information sources being used by textile market women in Southern Nigeria.
- iv. investigate to what extent textile market women in -Southern Nigeria use sources of information available
- v. determine the level of socio-economic empowerment of the textile market women in Southern Nigeria.
- vi. identify the challenges confronting textile market women in their search for information
- vii. suggest strategies for improving textile market women's information behavior in Southern Nigeria.
- viii. assess the relative influence of information needs, information seeking, information sources and information use on the socio-economic empowerment of the textile market women in Southern Nigeria.
- ix. determine the composite 'influence of information needs, seeking, sources, and use on the socio-economic empowerment of textile market women in Southern Nigeria.

1.4 Research Questions

The following research questions were considered for the study:

- i. To what extent do textile market women in Southern Nigeria recognise their information needs?

- ii. To what extent do textile market women in Southern Nigeria seek?
- iii. From which sources do textile market women in Southern Nigeria seek information?
- iv. To what extent do textile market women in Southern Nigeria use the sources of information available to them?
- v. To what extent are textile market women in Southern Nigeria empowered in socioeconomic status?
- vi. What are the possible challenges militating against information behaviour of textile market women in Southern Nigeria?
- vii. How can the information behaviour of textile market women in Southern Nigeria be improved?
- viii. What is the relative influence of information needs, information seeking, information sources and information use on the socio-economic empowerment of textile market women in Southern Nigeria?
- ix. Is there composite influence of information needs, seeking, sources and use on socio-economic empowerment of textile market women in Southern Nigeria?

1.5 Research hypotheses

The following hypotheses are tested in the study at 0.05 level of significance.

- H₀₁. There is no significant relationship between recognition of information needs and the socio-economic empowerment of textile market women in Southern Nigeria
- H₀₂. There is no significant relationship between information seeking behaviour and socio-economic empowerment of textile market women in Southern Nigeria
- H₀₃. There is no significant relationship between information use and socio-economic empowerment of textile market women in Southern Nigeria

H₀₄. There is no significant relationship between level of challenges faced on information behaviour and the socio-economic empowerment of the textile market women in Southern Nigeria

1.6 Scope of the study

This study focuses on information needs, use, information-seeking behaviour and information sources of the textile market women in the South-East and South-West Nigeria. The study covers two major markets - one in the city and the other in the interior – within each of the selected geo-political zones in Nigeria: South-Eastern and South-Western Nigeria. Participants of the study are limited to only market women who trade basically in textile materials.

1.7 Significance of the Study

The study would be of great significance to market women, as they are limited in their level of knowledge and skills in searching for information. The findings of the study would also help market women to become aware of relevant information sources that they can use to meet their information needs. It would also enhance the earning power of women in textile trading and improve their strategies toward capacity development.

Moreover, the study would create awareness among government agencies and other stakeholders of the basic problems facing market women as they conduct their businesses. The results from this study are expected to help to design a suitable strategy for information service provision for the market sector and textile market women in Nigeria. The study would further provide opportunities for enlightenment programmes through which investors would be encouraged to look towards the direction of market women for assistance. Apart from this, findings of the study would as well make the textile market women to become knowledgeable, innovative, dynamic and skillful in their

daily activities. Information behaviour of individuals can either make or mar his/her knowledge horizon; a well informed person is favourably disposed to personal, social and economic development. It is obvious that, when a group of individuals in a community is developed, then community development is inevitable.

Lastly, the study would also contribute to the improvement of the lives of market women by increasing textile market women's access to paid employments, land, credit and other productive resources to a high degree. Given the prominent place of economy in national development and the fight against poverty, it is important that women's participation is increased in all key economic institutions and decision making bodies in the regions under study and all over the nation at large.

1.8 Operational Definition of Term

Economic Factors: This implies all external forces within which a business enterprises operates.

General Market: this refers to markets where textiles are one out of several major goods being sold.

Information Behavior: this includes three elements such as information needs, information seeking, and information use.

Information Need: this explains the situation of an information gap in the information possessed by women to improve their socio-economic activities

Information-Seeking Behaviour: this is described as the ability of market women to purposely seek for information as a result of the need to satisfy some goals.

Information Use: this is a concept used to determine the facts of a phenomenon or event to describe reality.

Market: this refers to a place where both sellers and buyers of textile materials come to sell and buy.

Personal Factors: this refers to the personal characteristics of the market women, such as age, marital status, level of education, communication skill, etc.

Textile Market: this is a market where textile are the major goods being sold.

Textile Market Women: textile market women in the context of this study, refers to women that own shops or stalls in a named market where they sell textile materials.

Socio-Economic Empowerment: it is defined within the context of this study as the ability of a woman to generate income and be financially independent such that she is able to make meaningful contributions to the financial and material needs of her home and the society at large.

Social Factors: these include education, business outfits, cash in control, occupational prestige, authority/influence, community standing, and ownership of material such as landed properties, vehicles, shops, wares, apprentice, etc.

1.9 Theoretical Framework

Theory is "an idea or set of ideas that is intended to explain something" (Collins 1987). The nucleus of any theory is constituted by a set of concepts and their interrelationships. Theories may have a variable number of levels of abstraction of which three are probably the most common ones: metatheory (across disciplines), formal theory (within a discipline) and substantive theory (within a research setting). There can be other levels that are even more general or specific (see Grover & Glazier 1986). Metatheories are most abstract and least changeable, whereas substantive theories are least abstract and most changeable.

Theories operate at different levels, and serve different purposes.

Why use theories at all? What is so important about them? Theories are never an end in themselves. Their primary function is to give a definite form and order to an area of inquiry, and thus facilitate empirical data collection and analysis. Basically, in the long term, a body of orderly data and results leads into faster growth of knowledge than a less systematic one. Several theories and models have been formulated and developed to investigate and understand the information needs, information behaviour and information-seeking behavior of individuals. Notable among these models are the following:

- (a) Information-Seeking Activity Model (Taylor, 1968);
- (b) Anomalous State of Knowledge Theory (Belkin, 1980);
- (c) Information Behaviour Model (Wilson, 1981);
- (d) Information-Seeking Model (Wilson, 1981; 1996; 1997; 1999, and Derwin, 1992);
- (e) Information-Searching Theory (Ellis, 1989; and Kuhlthau, 1991; 1993);
- (f) Sense-Making Metaphor Model (Derwin, 1997); and
- (g) Information-Searching and Retrieval (in automated environments) (Ingwerson, 1996).

Information-Seeking Activity:

Robert Taylor's work focuses on the kind of formal information seeking activity that occurs at a library desk. The model has been instrumental for the training of reference librarians. He identifies four levels of information seeking: (1) the identification of a visceral need, or "vague sort of dissatisfaction" that is unexpressed; (2) the formulation of a conscious need that is expressed as "an ambiguous and rambling statement" and which

sometimes results in communicating the need to another person; (3) the construction of a formalized need, expressed as a "qualified and rational" statement of the need; and finally, (4) the establishment of a compromised need, which is a query that is expressed in terms that fit the organization of the information system (i.e., the library collection or database, (Belkin, 1980, Taylor,1968).

This theory focuses on information seeking activity that takes place within the formal environment and sources such as library only. It does not consider information seeking activity within the informal sector, such as personal discussions with colleagues, family, friends, neighbours, and other oral form of seeking information. Though the theory is relevant, but at the same time not considered appropriate for this study because of its failure to consider what happens at the informal information seeking environment. The information seeking behaviour of textile market women include both formal and informal information seeking environment as the majority of the textile market women seek and use information from informal sources more than every other source, hence, using a theory that focuses only on formal information seeking activity would not be appropriate in studying the information behaviour of the textile market women.

Anomalous State of Knowledge Theory:

Nicholas Belkin is the proponent of the Anomalous States of Knowledge (ASK) concept for explaining how information needs arise. An information need arises when a human individual encounters an *ASK*; an *ASK* is a situation where "the user realizes that there is an anomaly in [their] state of knowledge with respect to the problem faced." The person may address the anomaly by seeking information. After obtaining information, the person may evaluate again whether the anomaly still exists. If it does, and the person is still motivated to resolve it, more information may be sought, (Belkin, 1980).

A detailed consideration of the Anomalous State of Knowledge (ASK) theory implies that the sort of information retrieval systems and sources in use are mainly inappropriate in meeting the needs of individuals as they are designed based on the principle of 'best match' which require an individual to have a good grasp of his/her problem and be able to articulate it to embark on a search for information. The ASK theory is based on the background that there is usually problems with the users' specification of needs. The theory is mainly concerned with information behaviour that encompasses information needs, information seeking, recognition, use of sources, and systems. ASK theory is considered inappropriate because of its limitation of focusing mainly on information needs of an individual. For a study like this, a theory that takes care of the whole aspects of information behaviour should be considered.

Sense-Making Metaphor Model:

Brenda Dervin is prominent among proponents of models that focus on the cognitive dimensions of information behavior. Dervin's sense-making metaphor describes humans as moving along through time and space until they reach a cognitive gap, where an information need is perceived. Such gaps must be bridged through the acquisition of new information before they can move forward again. The goal of a person's information seeking endeavours is to make sense of a current situation, (Dervin; 1992).

The term "sense-making" has been ascribed to so many meanings. It has been used to refer to set of assumptions and assertions, to a theory, to a set of methods, to a methodology, and to a body of research results. In the broadest sense of the word, sense-making is all of these. More than anything else, however, sense-making is "a set of metatheoretic assumptions and propositions about the nature of information, the nature of human use of information, and the nature of human communication" (Dervin, 1992). The

approach can be used to study any situation which involves communication. These denominations do not, however, really allow us to grasp the meaning of sense-making. Strangely enough, the most central concept lacks a proper definition in sense-making literature. A dictionary offers a sensible explanation: "When you make sense of something, you succeed in understanding it" (Collins, 1987). Thus sense-making simply means getting an understanding off or attributing meanings to something.

At the general level, it can be seen that sense-making theory exhibits many characteristics of a metatheory. First of all, the theory contains several basic assumptions about (human) reality that are taken for granted, the most central ones are: the individual is constantly moving in time-space (Dervin 1983); human reality is discontinuous (Dervin, 1983; Dervin, 1992, ; Savolainen 1992b, ; Savolainen, 1993b,); the individual has to make sense of reality to be able to bridge gaps caused by discontinuity (Dervin, 1983; Savolainen, 1993b; Solomon, 1997a; Solomon, 1997c,; Tuominen, 1994,); sense-making is a process bound to space and time (Perttula, 1994; Solomon, 1997b); and information seeking is a part of sense-making (Dervin, 1983; Perttula, 1994; Savolainen, 1990; Savolainen, 1995; Solomon, 1997c; Wilson, 1997).

Furthermore, sense-making theory uses plenty of metaphors. The individual's movement through time-space is depicted at two levels of abstraction. At the more concrete and metaphorical level, Dervin presents to us a picture of a man walking along a road, when he comes upon an impassable hole in the ground. In this situation, he is obviously facing a gap. What is he to do now? Well, the poor chap has no alternative but to build a bridge of his own across the gap, which helps him pass over the hole. Then he can resume his march onwards until he meets with another gap, (Dervin 1992). However, sense-making theory has suffered from a lack of development. The theory has never been explicitly and

systematically expounded and brought down to the empirical level step by step, and there has been little discussion on the impact of empirical results on the theory, that is an explicit discussion of the assumed circular improvement of theorizing by data. The fuzziness of sense-making theory has apparently been such that it has even caused misunderstandings and misusages of the theory in some studies. The sense-making theory places heavy emphasis on *context*: sense-making is not supposed to be explained by individual differences, such as character traits or demographics, but by contextual factors, such as situation or gap (Savolainen 1993a, Savolainen, 1995.; Talja 1997; Tuominen 1992b.). Although this view has been criticized by some, context could be anticipated to play a great role especially in difficult situations.

A major cause for the problems of the sense-making theory is the fact that it offers no explicit guidelines for constructing theories based on it at lower levels of abstraction than the metatheoretical one. There is one fundamental limitation in the theory that makes it useless in many areas of information studies. That is, the actor in the theory is in the role of information seeker. It would require an abundance of ingenuity to study sense-making from the point of view of information producer or mediator. The theory does say something about information seeking, but nothing comparable to a theory. It is postulated that information seeking is a part of sense-making (Dervin, 1983; Perttula 1994; Savolainen 1992; Savolainen 1995; Solomon 1997c; Wilson, 1997); in fact, it is a central part of sense making as Dervin (1983) argued. In Savolainen's view, sense-making is above all a process in which the individual tries to clarify problems that correspond to his cognitive gaps, and strives to find solutions to these problems by means of using his own ideas and/or information sources outside of him (Savolainen 1990). Sense-making theory understands information simply as meanings that the individual builds at a certain point

in time and space (Dervin 1992). Information seeking therefore, is not regarded as an incident of transmission of a message from a sender to a receiver, but as a constructive process, as "personal creating of sense" (Dervin 1983; see also Savolainen 1995).

Information-Searching Theory:

Kuhlthau's research is based on the work of psychologist George Kelly, who theorized that learning is a process of testing constructs. Kuhlthau (1993) built on Kelly's theory to develop a model called the Information Search Process (ISP). Similar to Belkin and Dervin, Kuhlthau's ISP model posits uncertainty reduction as the prime motivator for research, and like Taylor, Kuhlthau breaks the information seeking process into stages, (Case, 2007). However, Kuhlthau's focal point is the emotional states that accompany the stages. Anxiety, for example, accompanies the recognition of uncertainty at the first stage, initiation. The next five stages and common affective states with which they are associated (listed in parenthesis) are: (2) selection (optimism), (3) exploration (confusion/frustration/doubt), (4) formulation (clarity), (5) collection (confidence), and (6) presentation (relief/satisfaction or disappointment), (Kuhlthau (1991).

Kuhlthau's model "describes the information search process (ISP) from the user's perspective as revealed in a series of studies" . She situates her research in close relation to that of Dervin and other scholars who emphasize the importance of understanding "the personal meaning that the user seeks from the information" in order to provide effective systems and mediation. However, unlike Dervin's all-purpose model, Kuhlthau's is an attempt at a strict definition of users' emotions at stages in the information-seeking process. Kuhlthau bases her model on five user studies, four of which were conducted with students, primarily high school students, who were attempting to complete school research assignment.

Kuhlthau's ISP is based on models by Kelly, Taylor and Belkin and consists of six stages: initiation, selection, exploration, formulation, collection, and presentation. For Kuhlthau, these stages signify not only changes in the tasks performed during each of them but in the emotions, thoughts, expression and mood of the user. She is not interested only in what they do but why they do it and how that affects them, always with the aim of improving user service through the information system. She maps each stage of the ISP to common feelings, thoughts, actions, and tasks. Her model is fairly accurate for a school setting where high school or undergraduate students attempt to satisfy an imposed information need. For example, Kuhlthau assigns uncertainty, confusion, frustration, and doubt to early stages of the ISP; however, she also says that case study participants had "an understanding of the search process and a tolerance for the ambiguity and uncertainty of the earlier stages". If they have a tolerance for the uncertainty, why would they then be anxious about it?

The assignment of emotions to various stages is somewhat arbitrary and, if the model is to be taken literally, ignores users' individuality of feeling. On the other hand, it loses meaning if taken too generally, because in that case users might be feeling anything. Students in Kuhlthau's model arguably followed her pattern of stages because they had been taught that strategy in school; a student without that conditioning might follow an altogether different pattern. Kuhlthau's bias is also shown by a comment about "experienced and inexperienced information users". Along the same lines, Kuhlthau defines high- and low- achieving students by their standardized test scores, which are an independent factor and probably has little to do either with their intelligence or with their information seeking abilities.

The fact that most of the low-achievers did not complete the study is a weakness in the study, since it is precisely those users who do not follow academically pre-defined strategies of information searching, who are not having their information needs met, and whose needs we as information professionals should be trying the hardest to discover. A further weakness is the fact that Kuhlthau seems to some extent to have artificially imposed structure on a process whose steps most users describe as gathering or completing or both. Finally, in spite of her desire to develop a model which applies to all or most user groups, she studies non academic users only in her fifth and last study, at which point she knows what she is looking for and, naturally, found it.

Kuhlthau's model is only applicable in a very specific, idealized situation. She does draw some concrete conclusions and suggestions for information systems from the results of her studies; but they are either vague or commonsense. For example, she says that the reference interview "might be adapted to identify unique information needs at each point in the search process," but she fails to make clear how her model would change a librarian's normal sensitivity towards a user's individual needs. Her suggestion that "the model of the ISP may be incorporated into user education programs, to enable people to become aware of their own evolving process and understand feelings which affect their information use," makes one wonder whether seen visions group therapy sessions at the library. Her closing statement that, "by neglecting to address affective aspects, information specialists are overlooking one of the main elements driving information use," is unconvincing, given that the emotions documented in her studies appear to accompany rather than determine information use.

This study adapts Wilson's' Information-Seeking Behaviour Model (1996) as a framework for the investigation of information needs and information-seeking patterns of

textile market women in Nigeria. This model is chosen because it incorporates aspects of information needs and information seeking, which constitute the subject of investigation on which the socio-economic empowerment of the market women depend. Furthermore, key aspects of the model are to be used in the design of the research instruments for both the market women and market information service providers. The results of this study should help to design a suitable strategy for information service provision for the market sector and market women in Nigeria.

The basis of Wilson's (1996) Model is his earlier model of 1981, which is based on the premise that information-seeking behaviour arises as a consequence of a need perceived by an information user who, in order to satisfy that need, makes demands upon formal or informal information sources or services, which can result in success or failure to find relevant information (Wilson 1999). Finding the relevant information would ultimately lead to an improvement in the knowledge base of that individual and also make him/her a better person.

Case (2002) and Foster (2004) emphasises that access to relevant, adequate and timely information can bring about political, financial, social and economic empowerment of individuals. Wilson's (1981) model had many shortcomings (Case 2002; Niedzwiedzka, 2003), and this led Wilson to revise it as the Information Behaviour Model of 1996, which is the theoretical basis of this study. Wilson's Information Behaviour Model (1996) pictures the cycle of information activities, from the rise of an information need to the phase when information is being used. It includes intervening variables, which have significant influence on information behaviour, and mechanisms which activate it (Niedzwiedzka 2003). The model begins with the "person-in-context" in which information needs arise. The needs are seen as secondary needs caused by primary needs,

which could be physiological, cognitive or affective in nature. The rise of a particular need is influenced by the context, which can be the person him/herself, or the role the person plays at work, in life or the environment. Wilson also adds intervening variables (previously called "barriers" in the 1981 model) that might motivate or hinder information seeking, and these are psychological, demographic (age, sex, education), environmental, and information source characteristics.

Each of these intervening variables can either hinder or facilitate information seeking. Between the levels of "person-in-context" and the decision to look for information is what Wilson calls the concept of "activating mechanism". Concerning this, he notes that not every need leads to information seeking. In order to explain what stimulates and motivates information seeking, Wilson makes use of the "stress coping" theory to show that not all needs lead to information seeking. The "risk-reward theory" is applied to explain why in some situations people seek information and in some others they do not, and why certain information sources are more frequently used than others. Lastly, Wilson uses the "social learning theory" to explain why people may or may not pursue a goal successfully based on their perceptions of their own efficacy (Wilson 1999; Case 2002; Niedzwiedzka 2003).

The model includes the different modes of search behaviours such as passive attention, passive search, active search and ongoing search. According to Niedzwiedzka (2003), the first mode involves passive absorption of information from the environment: (for example, from a TV or radio) without the person's intention of seeking information. The second mode is the "active search mode", which is said to apply when a particular behaviour leads to information acquisition that is relevant to the person seeking information. The third mode, "the active search", takes place when a person actively

looks for information. Lastly, the fourth mode, the "ongoing search", means continuing search carried out to update or expand the areas of information need (Niedzwiedzka 2003).

The last stages of the model include components relating to information processing and use. Information obtained by a user is processed, becomes an item of the user's knowledge and is it used directly or indirectly to influence environment and, as a consequence, it creates new information needs (Case 2002; Niedzwiedzka 2003). Figure 1 below presents the Wilson Model of Information Behavior (1996).

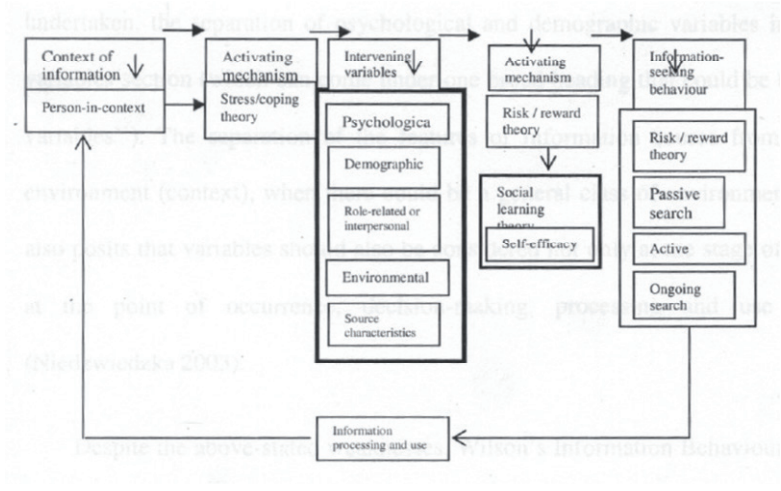


Figure 1: Wilson’s (1996) Model of Information Behavior

Wilson's model is seen as a general model of information behavior, and the criticism of the model comes largely from areas where it cannot be fully utilized to explain behaviours given a group of people. The model, which draws on theories from decision-making, psychology, innovation, health, communication and consumer research, ignores special circumstances in other disciplines. Niedzwiedzka (2003), for example, identifies

the case of managers in a given organization and finds that the model cannot be fully applied. Given the complexity of the subject, it is rather difficult to come up with one global model that explains information behaviour. The result has been the existence of many other models and theories which add, in different ways, to the pool of knowledge of the same concept.

Niedzwiedzka (2003), identifies some of the weaknesses of Wilson's 1996 model to include poor diagrammatical representation of the differences between the phase of the occurrence of information need and the phase when a decision to seek information is undertaken, the separation of psychological and demographic variables in the intervening variables section (which can come under one broad heading that could be tagged "personal variables"). The separation of the features of information source from the information environment (context), when there could be a general class of environmental variables. He also posits that variables should also be considered not only at the stage of seeking but also at the point of occurrence, decision-making, processing and use of information (Niedzwiedzka 2003).

Despite the above-stated weaknesses, Wilson's Information Behaviours Model remains a relevant framework for studying information behaviour. Wilson (1999) describes information behaviour models as "statements, often in the form of diagram that attempt to describe information seeking activity, the causes and consequences of that activity, or the relationships among stages in information behavior." Case (2002) reiterates that the model is intended to illustrate the broad scope of information behavior and that it is more useful as a "heuristic diagram for designing empirical studies of information seeking". The stages that the model outlines in information searching can be potentially relevant in exploring the information needs and seeking patterns of market women in Nigeria.

1.9.1 Conceptual Model:

The conceptual model for this study is presented below. The model shows the relationship between the variables (independent and dependent variables) in the study.

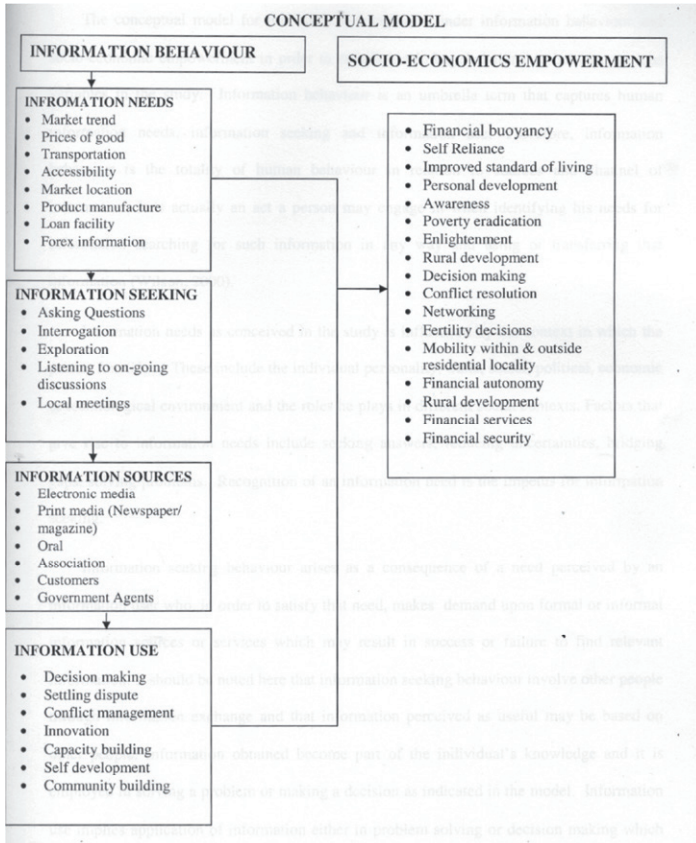


Figure 2: Conceptual Model

The conceptual model for this study was captured under information behaviour and socio-economic empowerment in order to establish a linkage/relationship between various variables in the study. Information behaviour is an umbrella term that captures

human information needs, information seeking and information use. Therefore, information behaviour is the totality of human behaviour in relation to sources and channel of information. It is actually an act a person may engage in when identifying his needs for information searching for such information in any way and using or transferring that information (Wilson, 2000).

Information needs as conceived in the study is influenced by the context in which the person functions. These include the individual personality, traits, social, political, economic or technological environment and the roles he plays in different social contexts. Factors that give rise to information needs include seeking answers, reducing uncertainties, bridging gaps, solving problems. Recognition of an information need is the impetus for information seeking.

Information seeking behaviour arises as a consequence of a need perceived by an information user who, in order to satisfy that need, makes demand upon formal or informal information sources or services which may result in success or failure to find relevant information. It should be noted here that information seeking behaviour involve other people through information exchange and that information perceived as useful may be based on other people. Information obtained become part of the individual's knowledge and it is employed in solving a problem or making a decision as indicated in the model. Information use implies application of information either in problem solving or decision making which should lead to improvement of a person. In other words, information use is meant to effect a change or changes in the state of knowledge of an individual and such change could be increased awareness, understanding of a situation, and individual capability to solve a problem (Jim and Bouthille, 2005). The implication

of information use for this study is that it translates into empowerment of users by granting them access to opportunities and self development.

Empowerment is the enhanced ability of any person to make best possible choice from better alternatives available that could bring about significant improvement in the socio-economic conditions of such people. For this study, the variables of awareness, participation and mobility constitute the information base and provide the necessary prerequisite for the process of empowerment as indicated in the socio-economic empowerment construct. Empowerment is therefore, measured by the degree of socio-economic independence, decision making at household level, decision making within the group and self perception and all these individual factors influence the overall level of women empowerment as indicated in the model.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter focuses on the review of literature relevant and related to this study. The literature review is carried out under the following headings:

2.1 Textile Trading in Nigeria

2.2 Relevance of Information to Individuals

2.3 Socio-Economic Activities of Women

2.4 Economic and Social Empowerment of Women in Nigeria

2.5 Role of Information in Socio-economic Empowerment of Women in Nigeria

2.6 Information Needs of Women in Nigeria

2.7 Information Seeking Behaviour of Women in Nigeria

2.8 Information Seeking Behaviour and Socio-economic Empowerment of Women

2.8.1 Information Seeking Pattern of Market Women in Nigeria

2.9 Information Sources and Services Available to Women

2.10 Information Utilization and Socio-economic Empowerment of Women

2.11 Factors Hindering Information Seeking and Use by Women in Nigeria

2.12 Appraisal of Literature

2.1 Textile Trading in Nigeria

Nigeria is the largest country in black Africa with a population forecast of 150 million people broken into 36 states with Abuja as the capital. With this population and clothing being a basic need of life, it is evidently clear that Nigeria constitutes, a very large market for clothing items - Textile Materials. The Gross National Product (GNP) or GDP of Nigeria and the per income can without question sustain a vibrant textile industry to

satisfy the domestic market and export if possible. Ironically, this is not the case. Quoting the World Trade Organization Annual Bulletin of 2003, Njoku (2004) reported that, "in 1990, the Nigeria textile industry was the largest in Africa after Egypt and South Africa. The industry which currently accounts for less than 25% of manufacturing value added has gone through various phases of growth." Njoku reported further that in 1960s, the investment and savings policies induced steady growth which gave rise to an average of 12.5% growth rate in the 1970s. The recession of the early to mid 1980 dealt with the industry and took its toll. The cumulative Textile Production indeed (1972 -2000) declined from 4271 to 171.1 in 1984 and 112.8 in 2003.

Aguiyi, *et.al* (2011) reported that handmade traditional textiles have been produced in Nigeria for many years, but real industrial production of textile is a recent activity. Aguiyi, *etal* stated further that, the Kaduna Textile Mills was established in 1956, alongside the Nigerian Textile Mills which was established in 1962. From inception, these industries were conceived as vertically integrated mills, to process locally sourced raw materials (mainly cotton), through spinning for the production of yarn, weaving for the production of grey cloth, dyeing, printing and finishing, for the production of finished textiles. Subsequently, the sector developed to incorporate fibre production, spinning, weaving, knitting, lace and embroidery makings, carpet production, dyeing, printing and finishing. The sector produced varied fabrics annually, ranging from African prints, shirting, embroideries, among others, to Guinea brocades, wax prints, jute and other products. Central Bank of Nigeria's (CBN) Annual Report in 1995 revealed that out of the 13 sub-sectors in the manufacturing sector, the textile industry - comprising cotton textile and synthetic fabrics, significantly contributed to growth of the manufacturing

sector. The textile industry was at that time a huge foreign exchange earner for the country (Mohammed, 2011).

However, in the last decade the textile industry has dilapidated and thus calls for immediate attention. Business Times Magazine of July 2009 identified absence of liquidity, inadequate power supply and the recent global economic recession as the source of collapse of this sector. Prior to the down-surge, the Nigerian textile industry was the second largest employer of labour after the government. In the 1980s, it was estimated that it provided direct employment to about 500,000 Nigerian with well over 250 functional factories and small scale production units scattered all over the country. Another group of almost 1,750,000 Nigerians are indirectly employed by the industry. This group includes the producers of the raw materials for the textile industries who are generally referred to as the cotton farmers. The industry raised millions of middlemen-marketers of the finished products, tailors and garment makers, wholesalers and retailers and also traditional producers of local fabric. Popular traditional products (local fabrics) include the asoke, adire, khasa, akwete, okene and traditional mat.

Textile activities are wide spread in Nigeria and women are predominantly visible in this sector. They are prominent in Balogun Market in Lagos state as stated by (Olutayo and Yusuff, 2012) or Onisha Main Market, Eke Ukwu Market in OOO State. However, the prevailing poor economic situation in Nigeria also has its effect in the textile trading, thus affecting women in return. For instance, Njoku (2004) stated that, in 1990, there were 175 textile factories operating in Nigeria but today we have 42 epileptic operations, only 12 of 40 these can boast of operating at 30% capacity. The reasons for this are quite interwoven ranging from poor electricity supply to excessive taxes that cut across all sectors including the textile industry as noted below by Banjoko (2009)

Table 1: Summary of levies, taxes and spurious charges imposed on manufacturing business in Nigeria

| | | | |
|---|--|----|--|
| 1 | Education tax | 9 | Development Levy |
| 2 | NSTF (National Science and Technology Fund) | 10 | National Advertisement Fee |
| 3 | NASENI (National Science and Engineering Infrastructure Tax) | 11 | Tenement Rate |
| 4 | Value Added Tax | 12 | Haulage and Permit Fee |
| 5 | Environmental Sanitation Tax | 13 | Big Vehicle Emblem Fee |
| 6 | Neighbourhood improvement charges | 14 | Fire Service Charge |
| 7 | Generating Plan charge | 15 | Environmental Pollution charge |
| 8 | Commercial Premises Charge | 16 | Advert on Vehicle, Kiosk, Shop and Business Premises Tax |

Source: Banjoko, 2009: 28

In addition to the factors identified above by Banjoko (2009) other salient reasons as noted by NBF News (2010) include poor equipment, problems of smuggling of inferior fabrics from China and other places, competitive environment within and outside Nigeria, among others. Also, Nmadu (2008) reported that stakeholders of the textile industry in 2002 attributed the low capacity utilization in textile industry to the lack of a conducive operating environment caused by the following:

1. Exchange rate instability
2. Increase smuggling activities
3. Importation of used clothing
4. Infrastructure inadequacies and deficiencies
5. Sharp and inconsistency rise in production costs
6. High custom tariffs on raw materials
7. Increased in taxes and levies by various tiers of government
8. Influx of foreign textile, fabrics and garments
9. High cost of funds
10. Unstable government policies

Among the 12 textile factories that were operating at 30% capacity as noted by Njoku (2004), 4 are producing embroidery lace materials as part of their product brands. This further establishes the inadequacy of the local supply of textile product in Nigeria. As at May, 2003, the 42 textile firms in Nigeria were operating 1,020,345 spindles and 57,451. This marginal output can only meet 32.5% of the annual domestic demand which confirms the fact that there is a large market for textile products in Nigeria.

What then makes Nigerian women significant when talking about textile trading in Nigeria? Literature reveals that women in the past had played (and are still playing) significant roles in the Nigerian textile industry. Supporting this claim is, Olutayo and Yusuff's (2012) statement which they credited to the United Nations (UN) (2009) that entrepreneurial development has been found to be a panacea for poverty alleviation among women in developing countries, and while more and more women are willing to engage in informal sector such as textile trading, their efforts are being hindered by a lot of constraints such as unequal access to bank loans and discriminatory practices by banks, lack of collaterals. Debunking the myth that poor women make poor credits, Olutayo and Yusuff declared that "Nigerian women have been found to be more accurate in terms of loan repayment" (2012).

It is against this backdrop that this study is embarked upon to re-evaluate roles of the Nigerian women in the Nigerian textile industry and the constraints facing them in the textile trading activities, particularly in the areas of information awareness and use.

2.2 Relevance of Information to Individuals

Information is crucial to all spheres of human endeavour. It is a resource created by the ingenuity of men to be used by men for the benefit of men (Kotler, 2001). Information, thus, constitutes an important component of any nation's wealth. According to Alabi

(2000), information is very important for the development of individuals and societies because it pervades every stratum of society. It is considered a resource which should be highly valued by individuals. This is because it makes it possible for individuals to use all other resources effectively and efficiently. Information enables people to cope with the problems of everyday life and improve human relationship in the community, especially among people of different cultures and traditions, thus contributing to better understanding and world cooperation. Information, when properly gathered, also contributes to the wealth of individuals, since appropriate information will always be available for developmental purpose. Information is of vital importance to the overall development, advancement and survival of the individual and society as a whole. Bigdeli (2009) observes that information is crucial for rapid development, and plays a vital role in the survival of individuals and nations. It plays an important role in almost every human activity, and its value in the development process has been a topic of extensive debate. A number of authors (Bell, 2001; Bon, 1999; Sturges and Neill, 1998) all agree that a lack of information can impact negatively on the empowerment process, even as concerns persist that information is still not perceived as being as important as other processes. Neelameghan (2006) corroborates this assumption by emphasizing that planners, developers, governments and individuals do not yet acknowledge the role of information as a basic resource, and are unaware of its potential value.

For this reason, information can be regarded as a basic resource for communities, which the populace can use to improve their conditions of living. This is essential to the development process. Not only does information expand the possibilities of social, political, educational and economic development of any country, but it also facilitates awareness and empowerment (Kamba, 2009). Information is an asset and a resource for

the development of communities, government agencies and the target population. That is why Aguolu (1989) views information as embodying interrelated or structured data which are required to enable us to be knowledgeable as well as take appropriate decisions in any given setting.

Also, human efforts towards attaining goals depend on highly effective communication of information, and the major ingredient that makes communication possible is information. Information is an important resource for individual growth and survival. The progress of modern societies as well as individuals depends a great deal upon the provision of the right kind of information, in the right form and at the right time. The emergence of the information and knowledge society is a significant intervention with the potential to ensure that information is used to achieve meaningful development. The relevance of the information revolution is supported by Balit (2006), who pointed out that the least expensive input of human development and empowerment is information. Thus, information could be seen as the basic ingredient for self-reliance. It is essential for facilitating development and bringing about social and economic changes. Therefore, creating awareness through the provision of information products and services to people should become an essential component of development and empowerment.

Moreover, Roger (2003) sees information as the basis of the progress of human civilization. Accurate and timely information is vital wherever decisions have to be taken or problems have to be solved. It is necessary that individuals get appropriate information at the appropriate time. The absence of information will make it difficult for individuals to exploit and utilize the resources and services available to them. Oyewo (2006) corroborates Roger's (2003) view by identifying information as one basic resource required for the improvement of people's lives. He sees information as the data for

decision making and a resource that must be acquired and used in order to make informed decisions. Those who possess appropriate and timely information are more likely to make rational decisions than those who do not. Furthermore, Lawal (1997) emphasizes that information is vital to human existence, whether at the individual or community level. Information is needed by rural and urban dwellers, adults, youths, children, literates and non-literates in the society for decision making that will enhance better relationships and cooperation. Every individual, whether literate or non-literate, needs information in order to make quality decisions. Thus every group making up a population, including women needs information.

The type of information needed may differ from person to person, but we all need information. Abdulkareem (2010) reiterates that information is even more important to the women group because of the fact that women constitute the larger portion of the adult population in the world and also because of the roles they play in the lives of other categories of people (such as children, men, youths, etc.) in the population. Women are regarded as key to the development of any nation; an adequately-informed woman affects the lives of people around her.

The importance of information to human development and empowerment cannot be over-emphasized, because information has become a supportive input of any development programme. Thus, it can be said that information, if well articulated, could eradicate ignorance and provide enlightenment on how to achieve economic, educational, social, political and cultural objectives. It has been observed that having access to the right kind of information can address the major problems of ignorance and poverty of ideas that hinder the empowerment of individuals. Fox (2003) corroborates this assertion by

reporting that people who are well informed are able to respond appropriately to the demands of their environment. It also strengthens their social networks.

According to Kamba (2009,) societal needs are satisfied through various kinds of activities, each of which requires information as an input. These include, for example, education, policy formulation, research and development, personal needs, business, decision-making, mass communication, public and private goods. Societal needs are also satisfied at different levels, from individuals to global communities with information. That is why Panos (2001) states that access to information is an essential condition for development and empowerment. Thus, it could be said that information, if well packaged, will eradicate poverty, minimise ignorance and provide enlightenment on how to achieve, social, educational, political and cultural objectives towards the development of the entire society. Today, information is conceived as an important resource that contributes immensely towards the development of individuals and nations, especially in t is era of information explosion. It provides the mainstay for the development of knowledge, the foundation for innovations, and the resource for an informed citizenry, and as a result, it becomes a key commodity for the progress of any society. Mchombi (2003) states that the contradiction between the vital role of information in development and the lack of its official recognition in developing countries can hardly escape the attention of information specialists.

2.3 Socio-Economic Activities of Women in Nigeria

The significance of information in enhancing socio-economic development cannot be over-emphasized, considering the fact that information is power. The ability to have accurate and timely information will enable efficiency and increase skill (Olorunda, 2004). Thus, there is need for conscious effort by all stakeholders to strive to add value to

information and make it more relevant to women. Access to adequate and timely information with a clear communication strategy that would raise public awareness and influence women in their business and careers would produce positive changes in the world.

Women participation in socio-economic activities is not a new phenomenon. According to Sabo (2007), women contribute about 60% of the labour force to agricultural production and produce 80% of food; yet they earn only 10% of the monetary income and own fewer assets. According to Brandin and Harrison (2000), information is now a new type of capital known as knowledge capital, which must be available, adequate, and adequately flow for utilisation, by women. However, information that will enhance economic empowerment must be exact and precise. It must also add value to the receiver. The ability of women to access and contribute information, ideas and knowledge is necessary both to grow and establish an economy.

The socio-economic activities in which rural women are involved vary. They are also subsistence in nature. Such activities include farming, fishing, hairdressing, blacksmithing, bead making and trading, among others. Such activities need to be upgraded to improve women's income-earning base. Women in rural communities are characteristically uneducated; hence cannot take up any formal or white-collar jobs. The increasing involvement and participation of women in socio-economic activities in Nigeria is borne out of the general concern by women, especially those in the rural area/sector, to alleviate the economic conditions of their households. According to Williams (2006), persistent poverty and deteriorating economic conditions have forced many rural women to work outside the normal status quo, compelling them to venture into various economic activities while at the same time continuing to perform their

traditional household chores. Rural women on the one hand actually work for long hours, carrying out household chores such as cooking, washing, cleaning and raising children.

On the other hand, they engage in other income-generating or income-substituting activities such as farming, trading, etc. In other words, present-day rural women are no longer confined to traditional gender roles of wives and mothers but also are involved as wage workers and income earners of their families. Despite their changing roles, women in rural areas still occupy a lower socio-economic status compared to their male counterparts, especially in Nigeria, despite the awareness being created about women's economic participation and contribution to the nation's development. According to Gerrad (1995), women are unaware of programmes geared towards improving their socio-economic status. As a result, women in rural areas are deprived of direct socio-economic benefits generated by numerous governmental projects. The rapid socio-economic development of the last three decades has played a critical role in improving the socio-economic status of women. However, despite the impressive progress made by women in the urban sector, women in the rural sector are lagging behind in terms of social and economic advancement when compared to their counterparts in the urban sector in Nigeria.

2.4 Economic and Social Empowerment of Women

The International Labour Organization (ILO) (2002) cited in Kessides (2005), sees a strong link between the vulnerability of impoverished women to underemployment and low returns on labour, especially since most employed women are part of the informal economy. In one study conducted in Africa, it was found that 92% of job opportunities for women outside of agriculture were in the informal economy. This exposes poor women to greater financial risks, low standards of human development and limited access

to resources from social institutions, (Women in Informal Employment: Globalizing and Organizing-WIEGO, undated). Many studies have recognized the importance of economic empowerment in improving the status of impoverished women.

Buvinic (1996), states that "the most straight forward vehicle to 'empower' poor women is to increase their productivities in home and market production and the income they obtain from work. Mahmud (2003) posits that providing security of tenure will encourage more women to use their domestic space for income-generating activities. Other recommendations include investing in human capital such as training for productive employment, providing financial resources with a focus on credit, expanding wage employment opportunities, improving social protection for female workers and empowering women through greater organization.

Income-generating activities are seen as "entry points for channels of communication and vehicles by which women can meet their needs" (Rogers and Youssef, 19988). They provide effective ways to address inequalities in the areas of health, education and poverty alleviation. Many researchers have recognized that improvement in health care, nutrition and education can only be sustained with an increase in household income and greater control by women over financial resources (Hashemi, 2004). Economic empowerment projects usually focus on income-generating activities, which allow women to independently acquire their incomes. These activities encompass a wide range of areas, such as small business promotion, cooperatives, job-creation schemes, sewing circles and credit groups. (Albee, 1994)

The most popular forms of economic empowerment for women is microfinance which provides credit for women who are usually excluded from formal credit institutions. Microfinance enables poor women to become economic agents of change by increasing

their income and productivities, access to markets and information, and decision-making power, (World Bank). Offering women a source of credit has been found to be very successful strategy for alleviation poverty because it enhances the productivity of their own small enterprises and the income-generating activities in which they invest. Results include an increase in women's self-confidence and status within their families as well as income that they can use to improve their families' well-being through improved health and nutrition.

Rogers and Youssef (1988), also recognize the importance of group saving programmes and cooperatives as catalyst for empowering women. These programmes, according to them, will not only allow women to interact with one another, they will also create an exchange of ideas and information which will increase women's ability to earn a greater income and allow for more flexible work environment where they can rely on other women for support on matters such as childcare.

Assessing the various viewpoints regarding women's economic empowerment, it can be concluded that economic activities are only some of the vehicles for helping women lift themselves out of poverty. Hunt and Kasynathan (2001), submit that no one factor alone can lead to gender equality or empowerment, rather what is required is a combination of activities in various spheres of a women's life that address the dynamic and relation nature of poverty. Further, studies have also shown that an increase in a woman's income has a positive impact on the educational and nutritional status of her children, among other things. Economic empowerment provides incentives to change the patterns of traditional behavior to which a woman is bound as dependent member of the household.

According to Berman and Phillips (2004), social empowerments of women are actually addressing various issues which might be applicable to different parts of the world for

improving the overall status of women. Among them are the prominent issues related to education, health nutrition, drinking water and sanitation for women and their family, housing and shelter, environment, participation of women in science and technology, care for women under difficult circumstances, fighting the violence against and right of the girl child.

Ojobo (2008) observed that education serves as a catalyst for women empowerment in Nigeria. Education and training for women is one of the major social empowerments of women and needs to be universally made applicable to all parts of the world. This will definitely enhance the awareness in women which in turn will increase her confidence; a confident and well aware woman would be able to tackle inequality and discrimination in a far better way than an ill-equipped and ill-trained women. In spite of all the laudable goals and objective of education, Ojobo (2008) is of the opinion that Nigeria women still suffer a lot of constraints and inhibitions which militate against both personal and national development. On the other hand, we have to accept the fact that women and girls never had equal access to education as men and boys, illiteracy is still high among the female of the population. Women are far behind in terms of having gainful occupation or vocational activities because of lack of education. Education systems need to be made more accessible to women at grass root levels and should also be revamped to include gender sensitive education system which prevents sex stereotyping and discrimination. It is therefore suggested that women should be involved in educational policy formulation, extensive enlightenment campaigns, the discarding of stereotypical division of work into men's and women's job. Also, women should organize themselves to meet the challenges of a positive and meaningful role in the struggle for personal and national emancipation, development and progress (Olawepo and Jekayinfa, 1999).

Coming to the health of the women, there is need to understand that women are facing very difficult times at all stages of their life cycle as indicated by European Foundation for Living and Working Conditions (2004). Quality health care for women is not available in many of the world and women are vulnerable to Sexually Transmitted Diseases (STDs) and other endemic, infectious and communicable diseases. Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome HIV/AIDs is another major health issue ravaging womanhood. According to research by Yanda, et al. (2003), they found out that women's traditional knowledge of health care and nutrition, alternative systems of medicine are underutilizes and not recognised. It is necessary to recognise these alternative systems and integrate them with stream health care to make them work in tandem. This will help in providing reasonable and quality health care for women.

Violence against women is a worldwide malaise, eating deep into the fabric of society, Nnadi (2012). It has become common to see women violated in different aspects of life by their male counterparts, be it their fathers, brothers, husbands or for that matter total strangers. Bakara et. al (2011) claim that female population accounted for more than half of Nigerian's population and they experienced gender based social injustices that prevent full exploration of their potentials. One of these social injustices is domestic violence against women. The problem of violence against women in Nigeria had not been adequately attended to both at the individual and government levels. Nnadi (2012) goes further to confirm this by saying that unfortunately women bear the brunt of a lot of violence in our society and silently cover them up so as to avoid stigmatization or protect their families. In recent times in Nigeria, there have been several cases of violence against women and most of these cases have been kept secret despite their pervasiveness.

Issue like sexual harassment, trafficking of women and girls, sex selection, early marriage, female genital mutilation etc are fast becoming epidemics plaguing Nigeria at it is the case globally. This situation is unabating globally and has elicited public outcry leading to the intervention of the United Nations General Assembly as well as states coming out with several treaties, laws and policies on women in a bid to protecting the women from the dehumanizing violation of human rights. Gender discrimination and violence against women are global phenomena as old as human history (Anaeme, 2012). Women's rights are the freedom and entitlement of human rights without discrimination or violation. Therefore gender discrimination and violence against women are to fundamental human rights, equality, natural justice and good governance. According to Onyeukwu (2004), violence against women is the most acute form of gender inequality in Nigeria, a great majority of the violence against women can be described as harmful traditional practices in our communities include female genital mutilation, child marriage, ritualistic widowhood practices, nutritional taboos, cult prostitution, domestic violence, and sexual freedom for husbands. Other discriminatory practices include traditional land tenure systems and patterns of inheritance, lack of access to credit, family preference for sons, lack of participation in public decision-making, discrimination in housing and employment, discriminatory legislation, discriminatory religious practices, as well as rape, battery, trafficking in women, murder, kidnapping, and induced prostitution.

From the account of The Lawyer Chronicle, a survey was conducted by Project Alert on Violence Against Women in 2001, interviews were conducted with women working in markets, women working in other work places, and with girls and young women in secondary schools and in a university in Lagos State. They were asked about physical abuse in the family and in the relationships and about rape and reporting incidents of

violence. The answers women gave were alarming. 64.4% of 45 women interviewed in the work place said that they have been beaten by a partner, boyfriend or husband. 52.2% of 48 market women had experienced the same kind of violence. According to Amnesty International, the federal and state governments were partly responsible for these alarming figures. Neither the federal or state governments were doing anything to stem this violence and in some cases were even condoning it thus putting at risk millions of women nationwide. It is therefore important for the Nigerian society to be educated on dangers of domestic violence and its effect on the society. Law enforcement officers should be taught the proper response to domestic violence situations and realize that they owe the victim a duty to protect her. Medical personnel also have a role to play in stemming domestic violence, when a patient comes into a healthcare facility with signs of abuse, the medical personnel should report to the relevant authority their suspicions so that they may be properly investigated and the victim removed from the abusive environment.

2.5 Role of Information in Socio-Economic Empowerment

The emergence of the information and knowledge society is a significant intervention with the potential to ensure that knowledge and information are utilized to achieve meaningful development. The relevance of this revolution is supported by Afolabi (2001), who reiterates the relevance of information as a major input to the socio-economic development of individuals. He emphasized that knowledge and information are basic ingredients for achieving self-reliance. They are also seen as very essential for facilitating human development, thus bringing about social and economic change. Tise (2000), while commenting on the importance of information to human empowerment, emphasizes that the purpose of human empowerment is to improve the standard of living

of individuals. Therefore, creating awareness and keeping people informed through information services and products should become an important component of human development and empowerment. Oyewo (2006) reiterates that information by itself is worthless and cannot solve problems; it has power only when used and applied effectively to bring about a positive change in the condition, circumstance or situation of its users.

Information plays an important role in every human activity, and its value to the human development and empowerment process cannot be over emphasized. Likewise, Sabo (2007), Balit (2006) and Rogers (2003) agree that lack of information always has a negative impact on the development and empowerment process. In this sense there is some measure of concern that information is still not perceived as being as relevant as other resources in improving socio-economic activities and empowerment.

Moreover, Solomon (2002) corroborates Sabo's (2007), Balit's (2006) and Roger's (2003) opinion by stating that information can be regarded as a basic resource by which African communities can improve their conditions of living, as well as speed up the development and empowerment process. He further emphasises that not only does information expand the possibilities of social, political, educational and economic development of a group of people, a society or a nation, but it also facilitates awareness and empowerment. Information is, therefore, regarded as an asset and a resource for the development of communities, governments, agencies and target populations. This is why Aguolu (1989) views information as embodying interrelated or structured data which are required to enable one to act knowledgeably as well as take appropriate decisions in any given setting. Also, Anwar (2007) reiterates that the importance of information to human development and empowerment cannot be over-emphasised because information has

become a supportive input for any empowerment programme, and therefore if well articulated, it could eradicate ignorance and provide enlightenment on how to share economic, educational, social, political and cultural objectives towards the development of the entire community. In addition to this, the utilisation of information in a coherent form can raise aspirations by arousing people from the grip of fatalism, fear of change, and instilling the desire for a better life and the determination to work for it. This creates an intellectual climate, which stimulates people to take a hard look at their own current practices and future perspectives. Ideally, information brings about knowledge, and a knowledgeable community is also an informed community. This signifies that no community can develop without knowledge. However, a community can only become knowledgeable if it recognises and uses information as its tool for development. Lack of access to adequate and right information at the right time by individuals and communities undermines efforts by governments and non-governmental organisations at improving the living conditions of people (Okiy, 2005).

Furthermore, it has been observed that having access to the right information can address the major problems that hinder human development and empowerment. It can also 'improve the chances of livelihood. Fox (2003) in his study reports an increased income for rural women because they had access to adequate, timely and relevant information. Thus they were well informed about cooperative societies and were also able to respond appropriately to changes in the market. This also strengthened their social networks. The reasons for socio-economic empowerment are borne out of societal needs. Societal needs are satisfied through various kinds of activities, each of which requires information as input (Kamba, 2009). These include, for example, education policy formulation, research and development, personal needs, business, decision-making, mass communication,

public goods and private goods. Societal needs are also satisfied through information at different levels, from individual through to the global community. That is why Panos (1998) states that access to information is an essential condition for development. Thus, it could be said that information, if well packaged for individuals and societies, will eradicate poverty and ignorance and provide enlightenment on how to achieve, economic, social, educational, political and cultural objectives towards the development and empowerment of the entire society.

Furthermore, Adel' s (2009) work on the socio-economic empowerment of women reveals that information is an important means of empowering women. Informed women lead better lives. Information is, thus, seen as central to women's empowerment in so far as it enables women to become more productive both within and outside the household. Therefore, investment in information products and services provision, including literacy, is considered one of the most important elements, in addition to income-generating activities, that are essential for women's economic empowerment (Stevenson, 2008). The better-informed a woman is, the more able and willing she is to compete with men in the labour market.

With the advent of globalization, there have been drastic changes in the socio-economic order. These changes have brought about a series of changes in beliefs, attitudes and values, human conditions and quality of life. In the process, with the changing realities and demands world over, globalization has thrown up a number of challenges which are now affecting women and their roles in the society (Tise, 2000). Therefore, the importance of women's role in the process of economic development cannot be denied. With increasing awareness of the changing situation, the attitudinal change in the outlook

of the society in general and among women themselves in particular is encouraging the change in the role and status of women in Africa.

2.6 Information Needs of Women

There are very few studies on the information needs, seeking patterns and information services for women and the market sector in Africa. Studies that are closely related to this study in this regard include Mchombu (2000), Ikoja-Odongo (2002), Adeyemi (2001), Kotler (2001), Afolabi (2001), Njoku (2004) and Williams (2006). Afolabi's (2001) study on the information needs of rural women in Cross Rivers, Nigeria, examines their information needs and information-seeking behavior. The study also examines problems they encounter in their bid to obtain information, as well as the relationship between the information needs and socio-economic empowerment of the rural women. The results of the study showed that information needs of the rural women were mostly job-related: information on financial matters, on credit facilities, marketing of products and marketing strategies. A similar study by Williams (2006) focuses on information needs of career women in Lagos State. The study highlighted career information, education information, health information, social information, information on credit facilities as well as home management information, amongst others, as major information-need areas of career women.

The study by Ikoja-Odongo (2001) on information needs and use in the informal sector in Uganda relates closely to the above studies. The results showed a variety of information needs, uses, effects, channels, languages, sources and constraints. It ranked information needs as follows: marketing information (22.7%), need for raw materials and/or supply information (15.9%), seeking advice (13.6%), looking for contracts (9.0%), advertising

services (9.0%), and government information regarding policies and regulations (4.5%), other information needs (15.4%).

Conceptualising information need is a very difficult task. This is because the needs of individuals usually vary from time to time due to several factors. However, Omachi (1999) describes information need as a piece of information, whether recorded or not, which an individual or a member of a group requires for effective functioning in their daily activities. Information needs can be seen as a set data which enables the user to make appropriate decisions on any related problem facing him or her at a particular time (Solomon, 2002). In other words, information is needed because it enables individuals to make a decision that affects their living, just as Kudukuti and Miller (2002) suggest that information represents an ordered reality about the nature of the world people live in.

Information is needed for the proper functioning of individuals, as well as to aid increase in production levels and to assist in community development. All members of a community, whether literate or non-literate, have identifiable information needs that should be met. The purpose of information and its usefulness to the solution of a task at hand may lead to its demand and use. Information need is a psychological state, which is neither visible nor directly observable. Every individual has information needs. The information could be for recreation, leisure or meeting tasks that are considered critical to survival. Information could be needed to perform day-to-day activities. Information could also be necessary for the common good of the neighbourhood, community and nation (Aina, 2004). Still, the most important information may be the information that would enable individuals to resolve uncertainties and problems, or that will help in their decision making.

Libraries are expected to provide resources that will meet most of the needs of its users. Different information users have different information needs which must be met by libraries or other information providers/centres. Any information that would improve the productivity of individuals is critical to their survival. It is, therefore, expected that a library would provide services that would meet the critical need of individuals. Information needs of users may be categorized according to the purpose, and perhaps nature, of the users. This situation applies to women generally and market women specifically. According to Young (2002), information needs often reflect the age and changing socio-economic, health, family and personal circumstances of people, and are therefore not permanent but ever changing. The personal circumstance and the socio-economic factors confronting women determine what their information needs would be. Afolabi (2001), in his study on the information needs of women who engage in farming, discovered that the sampled group had need for information related to their profession and on current affairs. Oyediran-Tidings (2004) corroborates this by emphasizing that people seek for information to satisfy their curiosity and interest occasionally. Information can be sought for in order to accomplish some defined purpose.

The need for information in any society is individualistic. Individuals need information depending on the motive for such information. Taking the right decisions depends on access to information on all the alternatives and their implications (Ajayi, 2003). Zhang (1998) is of the opinion that a thorough understanding of user information needs and information-seeking behavior is fundamental to the provision of successful information services. Anwar (2007) also reiterates that it is important to understand the information-seeking behaviours of different groups of people, as it helps in the planning,

implementation, operation, designing of new information systems and the development of service programmes in the work environment for optimal performance.

Women are basically involved in trading, full-time housekeeping, artisanship, as well as other activities in the informal sector of the economy. They need information that will mobilize their status and improve their lot. They also need information to solve the problems which they face in their day-to-day activities. The women need information on how to:

- (a) Secure government attention;
- (b) Improve or increase their sales and production;
- (c) Procure soft loans;
- (d) Better their standard of living through poverty alleviation programmes; and
- (e) Improve their vocational skills.

They also need information on good and accessible transportation, as well as information on available markets for their products (Afolabi, 2001). Thus, Alegbeleye (1998) concludes that the information need of a community is "an approximation of individual's request. It is, however, imperative to note that the means of disseminating information counts a lot in most communities. The absence of adequate and accessible information sources and services makes information provision to satisfy people's need a very difficult venture".

The information society is where everyone can create, access, utilise and share information and knowledge, thus enabling individual communities and peoples to achieve their full potentials in order to promote sustainable development and improve the quality of their life. Sihgo and Jameron (2002) also stress that in this information age,

dissemination of information and applying this information in socio-economic activities will play a significant role in the development and empowerment of women. Anie and Otolu (2007) observe that women need information on how to take care of the home, improve the education of children, source for finance, manage their health and that of their children, amongst others needs. But most available pieces of local information are packaged in raw forms; therefore, they are difficult to access or use. According to Olorunda and Oyelude (2003), the information needs of people differ depending on what they intend to utilize information for. The information needs of women should be of concern to all because women are the bedrock of the society. They determine in a sense, and are a mould for, what a people or race eventually become.

The status of women in Africa and their access to the decision-making structure, adequate healthcare, education, housing, income generation, and so on, remain far behind those of men (Olorunda, 2004). This is in spite of evidence of the long-term positive effect on the development of the nation when girls and women have access to education and training, healthcare, housing, adequate food and nutrition (ECA, 1998). Women possess needs that range from personal, health, financial and spiritual to professional and economic. Olorunda and Oyelude (2003) reiterate that because women need to maintain themselves and their families, they have economic-information needs, just as they need information about their social and economic environment. According to International Development Research Centre (IDRC) (2000) and Gender and Information Working Group, most of the positive effects of the information revolution have bypassed women; yet, there has been little research done on women's information needs and access to appropriate information, in developing countries. While this is changing, the information highway is still

predominantly male-oriented and often a forum for gender discrimination, intimidation and even harassment (Olorunda, 2004).

Due to their numerical advantage over men in most nations of the world, women form the majority of the work force or labour market (especially in the informal sector). Thus, the provision of vital information can make women more efficient at their work. Access to adequate and timely information is thus an important priority for women who are inclined to improve their economic lot. When information needs of women are geared towards development, and economic information is generated, there will be socio-economic and political growth (Olorunda and Oyelude, 2003). Therefore, development information is the information which derives from the attempts of people to build up and create a better environment for themselves.

The majority of people in Nigeria and elsewhere in the world are non-literate. According to Ajayi (2003), Nigeria has an overwhelming population of illiterate citizens estimated at nearly seventy percent (70%) of the total population. This buttresses the fact that to provide essential information for the transformation of the society, formal education must be given its pride of place; otherwise, there will not be any meaningful improvement in the lives of people. For any meaningful development to take place, information must pervade every group and stratum of the society, including the urban and rural areas.

2.7 Information-seeking Behaviour of Women

Information is an important tool that can be used in the realization of any objective or goal set by an individual. It is a valuable resource required in any society. Thus acquiring and using information is a critical and important activity. Consequently, human beings go out in search of this valuable product, which is a fundamental human process closely related to learning and problem solving (Marchionini, 1995). Many factors initiate the

search for information; among these are the individual's tasks or place of work. Tidwell and Sias (2005) describe information seeking as "the proactive communicative process of gathering information from one's environment, typically for the purpose of uncertainty reduction". Wilson (2000) gives a more comprehensive definition of information seeking behaviour as the ways individual articulate their information needs, seek, evaluate, select, and use information. In other words, information-seeking behavior can be described as the purposive seeking of information as a consequence of a need to satisfy some goals. According to Pettigrew (2006), information-seeking behavior involves personal reasons for seeking information, the kinds of information which are being sought, and the ways and sources through which needed information is being sought. Having harnessed various definitions of information seeking behaviour, the term, in the context of this study, is described as a reaction of individuals to information in order to proffer solution to their problems.

According to Ingression (1992), information-seeking processes depend on workers' tasks. In the same light, task complexity or difficulty is an important factor that can affect the reason why individuals search for information. Recent studies in information sciences have been concerned with the manner in which information sought is used. Robinson, et al (1995), inquiring on the use of information, found out that differences in the use of information sources and types exist among professionals. Information seeking is an important part of people's lives. To obtain information, people use web search engines, consult authorities, ask questions, go to libraries, read newspapers and watch television, among other methods. Through such activities, people continually make judgments about how useful information is to their particular needs. They actively construct meanings and form judgments about the relevance of the information to their goal, based on various

attributes or criteria (Belleui, 1993). When people assess information, however, they may notice that the characteristics and value of some information are not always consistent. That is, people may find texts that seem to be clearly written but which are inaccurate; that are easy to obtain but out-of-date; that are current but not sufficiently comprehensive, and so on. In such cases, how do they make judgments about information? According to Wilson (2000), people tend to ask whether they can believe what the text says; or, if not, whether they can at least take it seriously. Wilson thus notes credibility as a chief aspect of information quality and states that what people believe to be credible constitutes the potential pool of "cognitive authorities" or that influence people's thoughts because they are perceived as "worthy of belief".

Information is known to be very significant to every aspect of society. Alemna and Skouby (2000) emphasise that information is important to individuals, as it is needed in decision-making processes. The lack of information in the right quantity and format is the reason why many people (especially rural dwellers) live in poverty. Thus, many people are willing to seek for information in order to improve themselves and their societies. Information seeking is a fundamental human process, closely related to learning and problem solving (Marchiovimi, 1995). It is a process which depends on an individual's task. Information-seeking behaviour is significantly influenced by the nature of the institution in which the user works the searcher's job, as well as the subject and rank of academic training. Efficient use of information is of paramount importance to everybody. Kaniki(1996) defines information-seeking behaviour as a pattern or path pursued by an individual or individuals in an attempt to get information to meet their information need. The action taken by an individual depends on the need, the perceived accessibility of the information channels, the sources and personal seeking style. Identifying the needs of

users is among the foremost responsibilities of information professionals. Information-seeking behaviour can also be defined as the totality of behaviour (active and passive) that people engage in so as to access, organize and use information. Thus, it would include not only proactive steps to gain access but also the passive reception of information, which immediately or later turns out to be used (Wilson, 1999).

The concept of information behaviour is considered more suitable because it includes other behaviours, along with unrecognised cognitive need. These include personal, interpersonal and environmental factors. Information seeking may not occur at all, or there may be a time delay between the recognition of the need and the information-seeking act. In the case of affective needs, neither the need nor its satisfaction may be consciously recognized by the actors. A cognitive need of fairly low salience may be years after it has been recognized. The availability of information may bring about the recognition of previously perceived information. The need for information in a rural community would usually lead the people to seek for information from various sources. Information seeking is a function of the availability of sources (Afolabi, 2001). The sources from where information can be sought in the rural community are very limited. Ikoja-Odongo (2002) emphasises that women often seek information from sources that are quite close to their places of work so that they would not have to leave the work environment. Rural women may be constrained to remain at their place of work rather than leave their community to seek for information, due to other responsibilities they have to assume, such as keeping the house, taking care of the children, cooking, among others.

Camble (1996) investigated the use of and access to information by rural women in Borno State and concluded that rural women rely mostly on informal sources of

information in their search for information. The dependence of these rural women on informal sources is majorly due to the absence or unavailability of formal information sources in the rural community. Where such formal sources of information are available, they are ineffective. Moreover, Borgers (1999) identifies three factors that generally determine the information seeking behaviour of women. These factors include:

- (a) The characteristics and perceptions of women;
- (b) Certain characteristics of women's colleagues and comparison; and
- (c) The characteristics of the organization and situation.

In other words, the way women perceive their information needs determines how and where they will source for such information. The way women in the rural areas would address their information needs would be different from the way women in urban areas would do the same. This may be due to characteristics such as level of education and information sources availability, amongst others.

The effect of an individual's knowledge base has been explored in many studies on information-seeking behaviour. Bettman and Pack (1995) suggest that highly knowledgeable women may feel less need to search for information. The more knowledgeable the individual, the easier they would find it to encode information, thereby making further information acquisition easier. High knowledge levels do indeed facilitate information acquisition (Moorman and Matulich, 1996). According to Radecki and Jaccard (1995), a woman's perception of her own knowledge may be influenced by her perception of a friend's knowledge, and that personal perception of knowledge influences her decision making and behaviour.

Thus, women may seek less information on topics they feel knowledgeable about. The more important a topic is to individuals, the more likely they will view themselves as knowledgeable about the subject. Under conditions of privacy, it was found that persons with less perceived knowledge (that is, lower self-perception) searched more (Harris, 1996). Commel and Crawford (1998) found that the amount of health information received by urban residents from all sources declined with age, but that older rural women received a great deal of information from a variety of sources and that the amount declined only slightly with age. They find that more women reported receiving more health information from all sources than men. The authors attribute this to women's traditional role as caregivers and healthcare providers. In meeting their information needs, individuals must seek for information. Adoye (2002) emphasises that the information-seeking behaviour of a user depends on their level of education, access to library and the length of time a user wishes to devote to information seeking. Individuals only resort to libraries when the information required is complex.

2.8 Information Seeking Behaviour and Socio-economic Empowerment of Women:

Information seeking is undertaken to identify needs (Wright and Guy, 1997). This activity may be actively or passively done when taking steps to satisfy a felt need (Ikoja Odongo, 2002). However, Andersen (2000) notes that research on information-seeking behaviour has looked at how individuals go about finding the materials that they need in order to satisfy information needs. On this basis, a number of models have been developed in this respect: ELLS 1993 model, Eisenberg's and Berkowitz's 1992 model, and Kuhlthau's 1992 model. These models have been applied in a number of instances to follow up the patterns used in seeking information or to explain how information could be sought systematically (Kakai et al 2004).

The term information seeking often serves as an umbrella overarching a set of related concepts and issues. In the library world, discussion of database construction and management, community information needs, reference services and many other topics resonate with the term (Kingrey, 2002). Information seeking means different things in different contexts. In the simplest terms, information seeking involves a search; retrieval may be the result of specific strategies or serendipity; the resulting information may be embraced or rejected, and the entire experience may be carried through to a logical conclusion or aborted midstream. There may be a million other potential results.

Information seeking has been viewed as a cognitive exercise, as a social and cultural exchange, as discrete strategies applied when confronting uncertainty, and as a basic condition of humanity in which all individuals exist to best describe the multi-faceted relationship of information in the lives of human beings, a relationship that can include both active searching through formal information channels and a variety of other attitudes and actions, including skepticism and ambivalence (Pendleton & Chatinay, 1998). It follows that information-seeking behavior, as Wilson (1999) defines it, are those activities a person may engage in when identifying their own needs for information, searching for such information in any way and using or transferring that information.

Wilson (1999) regards information seeking to be the recognition of some need perceived by the user. The behaviour, according to Wilson, may take several forms such as demanding information from a formal or informal system like a library or from other people". Case (2002) sees information seeking as an important part of being human, and that it is something that we do on a regular basis. What is common to all the above listed and cited definitions is the fact that information seeking refers to actions that people take in order to obtain needed information.

2.8.1 Information Seeking Patterns of Market Women

The problems most often experienced by small, medium and micro enterprises owners can be grouped into the following categories: general management, business operations, finance, technology, and marketing. Information seeking is bound to focus on solving these problems (Mckenzie, 2002; Beyene, 2002; Murphy 2002). There are several factors that affect the information-seeking patterns of small business. It has been shown in some studies that market women find information acquisition and utilization to be a major problem (Fuelhart & Glasmeier 2003). Wilson (1999) explains that information-seeking behaviour is a result of the recognition of some need perceived by the user. The demands for information are usually placed upon informal and formal sources or services, resulting in failure or success to find information.

The studies on information and small business (Duncombe & Reeks 1999; Moyi 2003; Njoku 2003; and Duncombe 2004) show that the main sources of information for enterprises are other business owners, family members or friends. The degree of friendship and relationship influences whether a business person approaches a specific individual to obtain information (Triana et al, 1984). Mchombu (2000) also observes the trend among small scale business women in Botswana. They obtain their business information through informal channels and a large number of women operators are not aware of formal information resources and sources.

The problem of market women's low level of awareness of their information needs also makes them unaware of where to look for information. Ikoja-Odongo (2001) observes that the Small Medium Enterprises Scheme (SMES) and market women sector largely rely on other people in order to meet their information needs. Njoku's (2004) study reveals that chief sources of information for small-scale fishermen include colleagues,

friends, neighbours and relatives. Chen & Herson (1982) confirm these findings that the generally felt preferences of information seeking individual are interpersonal sources. The results from the Botswana study by Duncombe & Heeks (1999) show that current information practices among respondents were largely informal in nature. This was true for both "traditional" sectors (manufacturing, leather, wood and construction) and the "non traditional" sectors (tourism, engineering and IT services). Dincombe (2004) observes that "business owners prefer information generated by informal sources because it tends to be handy, it is more trusted, and it is applicable to their existing knowledge base". It is derived from sources that exhibit similar outlooks and aspirations to that of the recipient. By and large, small businesses build external networks that become important sources of information for many business inputs. Greve & Salaf (2003) maintain that informal networks (relatives and friends) provide inputs like advice and finance. Relatives are also sources of initial capital for many small enterprises. The nature of information sources, the nature of the information itself and the qualitative assessment of the usefulness of information from particular sources are likely to be important factors which relate to usage of these sources, depending on information need (Fuelhart & Glasmeier, 2003).

2.9 Information Sources and Services Available to Women

The sources of information available for use by women vary from one group to the other. The level of use of these information sources is a function of their availability and accessibility. In other words, for an individual to be able to use information sources, they must have unhindered access to such information sources. The information sources available for use by women may be slightly different from what is available to other groups of people. This may be due to the nature of work and responsibilities of women.

Ikoja-Odonjo (2003), in his study of women in the informal sector in Uganda, finds that women often seek information from sources that are quite close to their place of work so that they would not have, to leave their work environment. They also rely on sources like their colleagues, friends, family and clients for information.

Kotler (2001) identifies television, radio, newspaper and interaction with government agents, politicians and social networks as sources of information being used by women. Professional women often sought for information related to their profession, duties and responsibilities. Thus, they sourced job-related information from their colleagues, media houses, bulletins, radio, television, circulars and the public library, though the public libraries were not very effective in information provision to this particular group of people.

According to Okiy (2003), the need for a more effective intervention from the public libraries through community outreach programmes such as book exhibitions, radio talk, film shows and live programmes on the television are veritable sources of information. These, according to her, could be useful for the socio-economic development and general enlightenment of women. Also, Underwood (2002), in his study on information needs of rural women in Zambia, emphasises that the women identified radio, posters and television as the most important sources of information being used. The women further emphasise radio as the leading source of information in their community, as most homes have access to the radio. Even those without electricity use battery-operated transistors.

2.10 Information Utilisation and Socio-economic Empowerment of Women

Women make up half of Nigeria's population (Office of Statistics, 1992), and they require information because, as human beings, it empowers them to make informed decisions based on the knowledge at their disposal. The availability of information and its use is of

paramount importance to any group of people (Olorunda & Oyelude, 2003). Information needs of people differ, depending on what they intend to utilize information for. The information needs of women should be of concern to every society because women are the bedrock of the society. They determine, in a sense, what a people or race eventually become. Information is crucial to Nigerian women, especially the professionals at this stage when development efforts are increasingly becoming people-centered, interactive and participatory. Access to accurate, timely and relevant information of women's socio-economic, political and professional needs which enable them to meaningfully contribute to the development process cannot be over-emphasised.

Information is an essential data of value in the planning, decision-making and execution of programmes (Oyegade, Nassarawa & Mokogwu, 2002). Information seeking is a fundamental human process closely related to learning and problem solving (Marchionin, 1995). The desire to seek for information is often propelled by what the individual is doing or what he/she does: that is, their profession. Burkett (1992) also believes that information seeking-behaviour is significantly influenced by the nature of the institution in which the user works, the searcher job, subject and rank, academic training. Professional women have peculiar information needs that are crucial to their output and work performance. As Robinson et al (1995) in their research on the use of information put it, "differences in the use of information sources and type exist among professionals." According to Huyer (1997), "there has been little research done on women's information needs and access to appropriate information in developing countries." However, at the turn of the millennium, there have been tremendous changes in the information revolution.

Women of every sector need information for many reasons. They need to maintain themselves and their families, which would inform their economic, social, environmental as well as political needs. This will allow them to function effectively in their respective communities. Above all, professional women need information about their career or profession. They need to be abreast of what is going on in their profession. Generally, women are disadvantaged educationally, especially in developing countries like Nigeria (Alao, 1998). They, as such, have to compete with their male counterparts and struggle harder than men most of the time to achieve the same goal. This gender bias in some professions and fields of study (for example, mathematics, engineering and science-based professions) put women on an unequal footing with the men. As result, when women professionals eventually get to work, they have to be more up and doing.

As noted by the IDRC Gender and Information Working Group, most of the positive effects of the "Information revolution" have bypassed women. There has been little research done on women's information needs and access to appropriate information in developing countries. While this is changing, the "information highway" is still predominantly male- oriented, and often a forum for gender discrimination, intimidation and even harassment (Huyer, 1997). Therefore, access to adequate and timely information should thus be a great priority of women in every sector. Their information needs should be met promptly, and easy access to Information and Communication Technologies (ICT) should be made available. Adequate training in the use information and provision for participation in policy and decision-making by women are of utmost importance. As women become involved in making policies affecting new technologies, then it is easy for them to be integrated in the development process.

The world is going through an information technology revolution that has drastically changed many facets of human life, from education, industry, economy, and politics, to entertainment (Ajayi, 2002). The emergence and convergence of information and Communication Technologies (ICT) has therefore remained at the centre of global socio-economic transformation. According to Hqfkin and Taggart (2001), Information Technology has become a potent force in transforming social, economic and political life globally. Without its incorporation into the information age, there is little chance for countries or regions to develop. Information has become a strategic resource, the commodity and foundation of every activity. Aiyepetu (1982) portrays 'information' as being used to explain man's cumulated knowledge in all subjects, in all forms, and in all sources that could help its users make rational decisions. In addition, it is an important *tool* in meeting women's basic needs and it can provide access to resources that could lead women out of poverty. It is also a forceful tool for improving governance and strengthening democracy. It can empower women politically and help to educate on, as well as disseminate, indigenous knowledge.

Information is an indispensable factor in the conduct of any human endeavour and the basis of any service delivery. It is defined by Adereti *et al* (2006) as data that have been put into a meaningful and useful context, which is then communicated to the recipient, who uses it to make decisions (2) information that can also be described as power, which individuals in every society should have easy access to. The quality of information rests solidly on three pillars; they are accuracy, timeliness and relevance. Accuracy implies that information is free from bias. Timeliness means that recipients can get information when they need it. Relevance implies whether the price of information specifically answers the user's question of what, why, when, who, and how? An individual

consciously or unconsciously engages in information search in order to find appropriate information which can fill the information gap, thereby regaining physiological and psychological balance (Ofuoku et al, 2008). Information must not only be available, adequate and accessible, but it must be presented in a way that is culturally acceptable to facilitate the acceptability and eventual utilization of information. Information behaviour is regarded as interplay among information needs, access to information utilization, and their effects on information use. Behavior is to a large extent affected and formed by a social context in which various demands, expectations and ideas affect an individual's ways and possibilities to act (Davenport, 1997).

It is often acknowledged that information is power. Information is needed for a variety of purposes, and its use depends on its availability, accessibility, purposes and various communication channels. Information is an essential resource to which individuals in every society should have easy access (Kantumoya, 1992). According to Opeke (2002), information can be conceptualized as the gateway to other resources, be they social or economic. Information need arises, as Zweizig and Davin (1977) put it, when "internal sense runs out" One would have to go out of his/her way to seek for the relevant information needed. There are different sources of information available, and it has been observed that information could be obtained through various sources: interpersonal, mass media, print formats and non-print formats (Ononogbo, 1985; Bii and Otike, 2003). Bii and Otike (2003) studied the provision and accessibility of health information and submit that health information sources predominantly used by the respondents are the interpersonal sources: friends, parents, relatives, healthcare workers and the radio. The most widely used and effective media-based information are the mass media-the radio, television, and newspapers. They have the advantage of wide circulation and timely

dissemination of information. They are cheaper and nearer to the women and easily accessible to them from source. Meanwhile, traditional sources of information dissemination are village meetings, age grade meetings, palm wine drinking spots, market women associations, farmers association, social clubs, Christian women association, village chiefs and town criers.

In the opinion of Alemna (1995), information can be used for three major processes: for creating awareness, for acquiring knowledge, and for decision making. Aboyade (1987) is of the view that information has been recognized to have the capacity to bring about significant changes within a society. Information not only serves as a resource for effective development planning, but it is also essential for the optimal allocation and utilization of all other resources (Nee Lameghan, 1981). Utilization of any information depends on the information-seeking behaviour of the people needing it at that particular time (Alegbeleye, 1986; Eteng, 1990; and Itoga, 1992). However, Aboyade (1978) is of the view that not all the information required for development is available or accessible to users. She suggests that the process of communication with users, especially the rural communities, needs to be re-appraised to see how women can properly utilize information.

Lack of access to information was identified by (Sheba, 1998) as a major problem which hinders effective utilization of information by women and most rural dwellers. Problems that impede women's information utilization include the distance to health resources and services, low level of literacy, and priority of some sources of information. For information to satisfy the requirements of utilization, Burch and Grudnitski (1980) state that it must have the following attributes: accuracy, timeliness and relevance. Consumer surveys confirm that despite the fact that women play essential and dynamic roles in the

economic life of the society, they remain disadvantaged in terms of access to health, education, financial and agricultural extension services, owing to legal, cultural and structural barriers.

2.11 Factors Hindering Information-Seeking and Use by Women in Nigeria

The use of information by women can be constrained by many factors. These factors, according to Borgers (1999), range from interpersonal problems, social barriers, economic barriers, and environmental/situational barriers. The major constraints to accessing information, which women encounter, include not knowing where to get the needed information, unreliable information and reading disability (Ikoja-Odongo, 2002). Information problems are also likely to arise where the information source is a person, or where interpersonal interaction is needed to gain access to information sources. Women have identified attitude of information providers/information professionals as one major barrier to successful information-seeking behaviour.

The behavioural patterns of members of a community also act as a barrier to information-seeking leading to change (Roger, 1997). The lack of early accessible sources of information may inhibit information seeking. In this case, a higher cost may be imposed on the information seeker. The creditability of an information source is also one major factor users consider in their search for information. If a seeker of information discovers that an information source is unreliable in the quality and accuracy of the information delivered he/she is likely to regard the source as lacking in credibility.

However, Johnson and Musdike (2000) emphasise that women reported interpersonal sources of information (consultations with friends, colleagues, family members, etc) as more effective in reducing uncertainty because they provide immediate feedback and social support. Environmental/situational barriers have also been identified as major

factors hindering accessibility and use of information. The exchange between women and an information provider could be inhibited by the shortness of time available to both parties (that is, the information seeker and the information provider), the stress involved in getting the information, and the use of unfamiliar terms.

Cultures and sub-cultures in Nigeria give preference to male children as they are usually regarded as the heirs or the pillars of the family. Female children are usually less privileged and consequently not given adequate opportunity to acquire education and formal training. Umar (1996) notes that the girl-child is valued not for who she is, her potentials or achievements but for her services, submissiveness, and at best, good looks. He stated further that in any traditional Nigerian community, it is believed that the place of the girl child, and subsequently women, is in the kitchen or at home. He stressed further that women in Nigeria are socialized into accepting the traditional roles of bearing and rearing children and to maintaining the welfare of the family. Thus, in most parts of Nigeria, particularly the rural setting; the education of the girl-child does not go beyond what she needs to bear children and keep the home.

This is buttressed by Ajayi's (2011) study which states that there is a large scale of gender inequality against the women in all spheres of life. To him, women are usually the uneducated or half educated because it was believed that the female education ends in the kitchen. Customary and religious laws continue to restrict women's right. For instance, certain states in the north follow Islamic Sharia law, which reinforces customs that are unfavourable to women. The practice of *purdah*, whereby women are secluded from the public, prevails within the Muslim community in some northern areas. Women in *purdah* cannot leave their homes without their husbands' consent and must be accompanied by a man at all times when in public. *Purdah* also restricts women's freedom of dress in that

Muslim women must be veiled, their widows face the greatest degree of discrimination; they are restricted to the home and must keep their heads shaven and wear mourning dress.

Existing literature establish the fact that most Nigerian women are poor and this situation is related to their low level of educational attainment; Poverty is reflected in almost all aspects of an average Nigeria women's life. Mbofung and Atimo (1985) in their study on the mean daily energy intake of 2,250 kcals, which is common among pregnant women in Nigeria, is very much lower than that reported for pregnant women in developed nations. According to the researchers, the energy intake among pregnant women in Nigeria was inadequate as most of them expended about the same level of energy as they did before pregnancy. The finding is a glaring indication of poverty among Nigeria women.

2.12 Appraisal of Literature

The literature review has presented issues relating to the relevance of information to individuals vis-a-vis their information needs and seeking behavior. The review further presents the opinion of authors on the role of information in the process of a nation's socioeconomic empowerment. The authors emphasise the relevance of information as a major input of socio-economic development and empowerment. The socio-economic empowerment of an individual is rooted in the creation of awareness and keeping people informed through information services and products. The study further presents some researchers' and authors' views on information needs of women. These views highlight the various areas in which women need information.

The influence of information needs on the socio-economic empowerment of rural women is also emphasised in the literature review. The information-seeking behaviour of women and information sources being used by them are also identified in the literature review,

with special emphasis on the information-seeking behaviour of rural women. The various informal and formal sources that could be used by women in their search for information, such as television, radio, newspaper, etc., are highlighted as well. Also, the various interpersonal, social and economic barriers to information seeking and use by women are also highlighted. The study adopts Wilson's Information Seeking Behaviour Model as framework for the investigation of the information needs and seeking patterns of women. However, a closer look at the literature review reveals a gap in the relationship among the information needs, information-seeking behavior and socio-economic empowerment of women. Therefore, this study intends to examine the relationship among information needs, information-seeking behavior and socio-economic empowerment, as it affects women in general and market women in particular.

CHAPTER THREE

Research Methodology

3.0 Introduction

This chapter provides an overview of the methodology that was used in carrying out this research work, and the statistical package that was employed in data analysis.

3.1 Research Design

The research design adopted for this study is the descriptive survey and ex-post facto (After-the-fact) type because it is best tool for obtaining facts about a person, belief, attitude, motivation, and behavior. Ex-post facto research, according to Asika, (2003, Kerlinger and Lee (2004) is a systematic empirical study in which the researcher does not have direct control of independent variables because manifestations have already occurred or because they are inherently not manipulable. The elements studied were the information needs, use, patterns of seeking for information by textile market women, sources of information being used vis-a-vis their influence on the socio-economic empowerment for the textile market women in Southern Nigeria.

3.2 Population of the Study

The population for this study comprised of all the registered textile market women in South-Western and South-Eastern Zones in Nigeria. Numerically, there were eight thousand, eight hundred and eight (8,808) registered textile market women spread across the thirty seven major markets located in the south-western zone, while there was a total population of four thousand, five hundred and ninety-six (4,596) registered market women spread across the eleven major markets in the south-eastern zone of Nigeria (Directory of Markets in Nigeria 2007). In all, there was a total number of thirteen thousand, four hundred and four (13,404) textile market women traders in the selected locations for this study.

Table 3.1 below presents the distribution of textile market women across the zones, states and markets where they are located.

Table 3.1: Distribution of Markets across the Geopolitical Zones and States

| Geo-political zone | State | Name of Market | Population of registered Textile women traders |
|---|--------------|-------------------------------|---|
| South-West Geopolitical zone Ogun State | Ogun State | Itoku Market | 211 |
| | | Asero market | 87 |
| | | Lafenwa market | 117 |
| | | Omida market | 95 |
| | | Iberekodo market | 101 |
| | Oyo State | Bola Ige International market | 421 |
| | | Alesinloye market | 315 |
| | | Ogunpa market | 217 |
| | | Bodija market | 84 |
| | | Dugbe market | 101 |
| | Osun State | Orisunmbare market | 143 |
| | | Gbagi market | 122 |
| | | Oja Oba market | 153 |
| | | Igbonna market | 103 |
| | Ondo State | Oba Adesida market | 217 |
| | | Erekan market | 103 |
| | | Ilosi market | 121 |
| | | Sasa market | 82 |
| | | Isolo market | 61 |
| | | Nepa market (Oja Nepa) | 97 |
| | | Onyarugbulem market | 141 |
| | | Isikan market | 113 |
| | | Ilisa market | 214 |
| | Ekiti State | Fayose market | 311 |
| Mojere market | | 105 | |
| Oja Oba | | 176 | |
| Oja Bisi | | 213 | |
| Okesa market | | 131 | |
| Iwona market | | 94 | |
| | Lagos State | Ojido market | 104 |
| | | Balogun market | 817 |
| | | Idumota market | 802 |
| | | Agege market | 234 |
| | | Oshodi market | 215 |
| | | Alade market | 311 |
| | | Mosalasi market | 1211 |

| | | | |
|-------------------------------|---------------|-------------------------------------|---------------|
| South-East Geo-political zone | Anambra State | Onitsha Main market, ani tsha | 2115 |
| | | Ose market, Onitsha | 743 |
| | | Ochanja market, Onitsha | 512 |
| | | Eke Awka market, Awka | 314 |
| | Abia State | Ariaira market, Aba | 223 |
| | | Ekeoch market, Aba | 141 |
| | | Umuahia Ultramodern market, Umuahia | 173 |
| | Imo State | Eke Ukwu market | 416 |
| | Enugu State | Ogbete main market | 91 |
| | | Relief market | 76 |
| | Ebonyi State | Abakaliki main market, Abakaliki | 125 |
| | Total | | 13,737 |

Source: National Register of Market Outlets, National Bureau of Statistics, 2007

3.3 Sample and Sampling Technique

Multi-stage sampling technique was employed to sample the participants for the study as follows: the first stage was the purposive sampling technique when two zones - South-Western and South-Eastern-were selected based on the following criteria: major thriving textile markets were located in the two zones. Secondly, the major ports through which foreign textile materials come into the country were located in these areas. The researcher was not aware of any registered/major textile market in the South-south region as people in this zone come to South-East (Aba) and /or South-west (Lagos or Ibadan) for textile materials. The North was exempted from the studied population because while the Northern zone is noted for Ankara textile of all grades, particularly very expensive ones as well as guinea brocade, the textile women traders are concentrated in the Southern part of Nigeria, unlike in the North where the trade is mostly carried out by men. This could

however be attributed to socio-cultural barriers. All states in the two zones selected are automatically involved in this study.

At the stage two, the markets were categorised using disproportion stratified sampling technique to select specific textile markets from the general markets in each of the selected state. The category of "textile markets" referred to are the major markets where textiles are the major goods being sold, while "general markets" referred to markets where textiles materials are among major goods being sold. Women were the focus of the study because their socio-economic status was believed to be backward, (Ikpe, 2004, Awe, 1999). Finally at the stage three, random sampling technique was use to select 20% of the registered textile markets women. This was done in accordance with previous research which holds that if a population is in many hundreds, one needs a sample size of 20% (Nwana, 1989). Also Ali and Denga (1989) cited in Edem (2005) avers that there is no single rule that can be applied to cases regarding the size of a sample. This brought the total population for the study to 1,600 participants. Table 3.2 depicts this information.

Table 3.2: List of Markets Selected for the Study

| Geo-political zones/St ates | Textile Market | | | General Market | | |
|-----------------------------|-------------------------------|---|---|---------------------|--|--|
| | Name of Market | Number of Registered textile wome traders | Sample selected (20%) of registered women traders | General Market | Number of registered textile women traders | Sample (20 %) registered textile women traders |
| South-West Ogun State | Itoku market | 211 | 44 | Lafenwa market | 117 | 24 |
| Oyo State | Bola Ige Intematio nal market | 421 | 84 | Alesinloye market | 315 | 64 |
| Osun State | Adenle market | 201 | 40 | Orisunmba re market | 143 | 28 |
| On do State | Nepa market | 97 | 20 | Erekesan market | 103 | 21 |

| | | | | | | |
|-------------------------------------|------------------------------|--------------|------------|-----------------------------------|--------------|------------|
| | (Oja Nepa) | | | (Oja aha), Akure | | |
| Ekiti State | Bisi market (Oja Bisi) | 213 | 43 | Oja aba, Akure | 176 | 35 |
| Lagos State | Mosalasi market | 1211 | 243 | Idumota market | 802 | 160 |
| Total | | 2363 | 474 | | 1656 | 322 |
| South- East Anambr a State | Main market | 2115 | 423 | ase market | 743 | 149 |
| Abia State | Ariaria market | 223 | 45 | Umuahia Ultramoder n market | 173 | 35 |
| Imo State | | - | - | Eke Ukwu Owerri market | 416 | 84 |
| Enugu State | Ogbete mam market | 91 | 18 | Relief market | 76 | 15 |
| Ebonyi State | Abakaliki mam market | 125 | 25 | - | - | - |
| Total | 11 | 2,554 | 511 | 10 | 1,408 | 283 |
| Grand Total | | 4,917 | 985 | | 3,064 | 615 |

3.4 Research Instruments

Four-in-one self-designed questionnaire was used to gather data for this study. These were:

- (i) Information needs and seeking behaviour inventories. (INSBI)
- (ii) Information sources question (ISQ)
- (iii) Information use question (IUS)
- (iv) Socio-economic empowerment inventories (SEEI) question

Information needs and seeking behaviour inventory (INSBI): It was divided into two sections. Section A focused on the demographic information of the respondents Section B

had two parts. Part 1 focused on information needs of the participants and it comprised of 18 items to be ticked as optional. Part 2 was based on the information seeking behaviour of the respondents and was presented in four likert scale ranging from "never", to "occasionally", "often" and "very often".

Information sources questions (ISO): This was divided into two sections: Section A comprised 15 questions on information sources presented in a likert scale of 6: "from someone", "jingles", "newspaper/magazine" "internet", and traveling". Section B was on ranking of information areas and was also presented in a likert scale of "low priority", "average priority", and "high priority".

Information use questionnaires (IDQ): focused on formal and informal sources of information and these were presented in likert scale of 5 "never", "annually", "monthly", "weekly", and "daily". Still under this, three likert scale of information were presented to be ranked in degree of importance by the participants starting from "not important", "somehow important", and "very important". Also, the socio-economic empowerment inventories (SEEI) comprised 6 sections. Section A consisted of 10 formulated questions under socio economic empowerment level. In Section B, ten related issues about level of influence on decision making attained by the respondents using 4 scale likert scale of "no influence", little influence", "moderate influence" and "high influence". Section C was on socio economic empowerment indicators using 5 likert scale of "strongly agreed", "agreed", "strongly disagreed", "disagreed", "indifferent". Section D was designed to elicit opinion on the choice of market to sell. Section E was on challenges faced by textile market women while seeking for information and this comprised 7 listed challenges. Section F was on possible solutions to be suggested by the respondents in addressing challenges confronting textile market women.

3.5 Validity and reliability of the Instrument

The draft of the questionnaire was given to professionals in the field of Library and Information Studies as well experts in the field of marketing to ascertain content appropriateness and clarity of the instrument of the items included. Also, it was subjected to face validity and this was overseen by the thesis supervisor. Furthermore, the questionnaire was pilot-tested on the textile market women in Alade Market, Ikeja, Lagos, and State. Because the construct of the study varied, variables were validated differently. For "information needs and seeking behaviour", the Guttman split half technique was used because the constructs were not likert scales and the best instrument for that construct, and the reliability coefficient value obtained was 0.71, the same Guttman split- half technique was used to test for "socio-economic empowerment of textile market women" and the reliability coefficient was 0.71. Cronbach alpha was used to test for "information sources" and 0.89 was obtained as the reliability coefficient value. Lastly, "information use" variable was also tested and the Cronbach alpha obtained was 0.95.

The summary of the measurement of reliability is presented in table 3.3 below:

TABLE 3.3: MEASUREMENT OF RELIABILITY

| Instrument | Number of items | Cronbach Alpha (a) |
|--|------------------------|---------------------------|
| Information needs and seeking inventones (INSBI) | 44 | 0.71 |
| Information source questionnaire (ISQ) | 39 | 0.89 |
| Information use questionnaire (IUQ) | 37 | 0.95 |
| Socio-economic empowerment Inventories (SEEI) | 46 | 0.71 |

3.6 Data Collection Procedure

Data were gathered over a period of 10 weeks. Copies of the questionnaire were distributed to textile market women in various selected markets under study. This was done by the researcher in conjunction with eight (8) trained Research Assistants who were familiar with the terrain, language and culture of each location of the selected zones. Three (3) of the trained research assistants were assigned to cover South-West geographical zone, while five (5) research assistants were assigned to South-East as a result of the distance between the states and the markets selected in that zone. Assistants were involved in assisting respondents in filling the questionnaire while the respondents provided answers in situations where respondents were not disposed.

3.7 Return of Data Collection Instruments

Out of the 1,600 copies of questionnaire administered, 1578 were filled and returned. Twelve copies were not properly filled and were discarded, thereby leaving the researcher with 1566 questionnaires for analysis. This represented 97.9% response rate.

3.8 Method of Data Analysis

The descriptive method of data analysis, including frequency counts, percentages, mean, standard deviation, and inferential statistics, simple correlations and multiple regression analysis were used to present data. Specifically, research question 1 was analysed using frequencies counts, while research questions 2, 3, 4, 5, 6, 7 were analysed using mean(s) and standard deviations. Multiple regression analysis was used to test composite effect of variables in research questions 8 and 9. Multiple regression analysis was used so as to be able to determine the composite and relative effects of independent variables on dependent variable. Also, hypotheses 1-4 were analysed using Pearson Product Moment Correlation (PPMC) in showing the relationship between challenges of information

behaviour and socio-economic empowerment of textile market women in Nigeria. Details are presented in Tables 3.4 and 3.5. The Statistical Package for Social Sciences (SPSS) software version 15.0 was used for data analysis.

Table 3.4: Analyses of Research Questions

| S/No | Research Questions | Data Requirement | Method of analyses |
|------|--|--|------------------------------------|
| 1. | To what extent do Textile Market Women in Nigeria recognise their Information need? | Various information needs that may be required by Textile Market Women | Descriptive Statistics |
| 2. | To what extent do Textile Market Women seek for Information in Nigeria? | Degree of information seeking on related areas or needs. | Descriptive Statistics |
| 3. | From which sources do Textile Market Women seek for Information in Nigeria? | Information sources, NODs, Family, Friends, mass media, telephone, news etc. | Descriptive Statistics |
| 4. | To what extent do Textile Market Women use the sources of Information available to them in Nigeria? | Measurable variables on degree of use of information | Descriptive Statistics |
| 5. | To what extent are Textile Market Women's empowerments in Socio-economic status in Nigeria? | Measurable variables on Socio-economic status of textile market women | Descriptive Statistics |
| 6. | What are the possible challenge militating against Textile Marketing Women's Information behavior in Nigeria? | Measurable variables on information seeking behaviour | Descriptive Statistics |
| 7. | How can information behaviour Textile Market Women in Nigeria be improved? | Steps in Improving information behaviour of Textile Market Women in Southern Nigeria | Descriptive Statistics |
| 8. | What is the relative influence of information needs, information seeking Information sources and Information us on the Socio-economic empowerment of Textile | Effects of combinations of variables | Regression and Multiple Regression |

| | | | |
|----|--|---|------------------------------------|
| | Market Women in Nigeria? | | |
| 9. | What is composite influence of information needs, seeking, Sources and use on Socio-economic empowerment of Textile Market Women in Nigeria? | Joint - effects of relationship among variables | Regression and Multiple Regression |

Table 3.5: Test of Hypothesis

| S/NO | HYPOTHESIS | TEST |
|-------------|--|-------------|
| 1. | There is no significant relationship between recognition of Information needs and the Socio-economic empowerment of textile market women(TMW) in Nigeria | (PPMC) |
| 2. | There is no significant relationship between Information behaviour and Socio-economic empowerment of TMW in Nigeria | (PPMC) |
| 3. | There is no significant relationship between Information use and Socio-economic empowerment of TMW in Nigeria | (PPMC) |
| 4. | There is no significant relationship between the level of challenges faced on Information behaviour and Socio-economic empowerment of TMW in Nigeria | PPMC) |

CHAPTER FOUR

DATA ANALYSES, INTERPRITATION OF RESULTS AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter consists of two parts. The first part focuses on the nine research questions; the second part addressed testing of four hypotheses that were formulated to guide the study.

4.1 Analysis of Demographic Data

This sub-section presents data gathered from the data collection activity using frequency distribution tables, charts and textual presentation methods. For the hypotheses testing, table were used to present the results of tests carried out using the SPSS tool (Statistical Package for Social Science).

4.1.1 Profile of Respondents:

The demographic characteristic of the respondents revealed that 1566 textile market women participated in this study, out of which only 2% were less than 20years of age; 22.5% were between 21 to 30 years of age; 26.9% were between 31 to 40 years; 29. 4% were between 41 to 50 years and 18.4% were above 50 year while only 0.7% failed to indicate their age cohort. It is obvious that majority of the participants are in their middle age (21-50 years) with response rate of (1,235 or 78.8%).

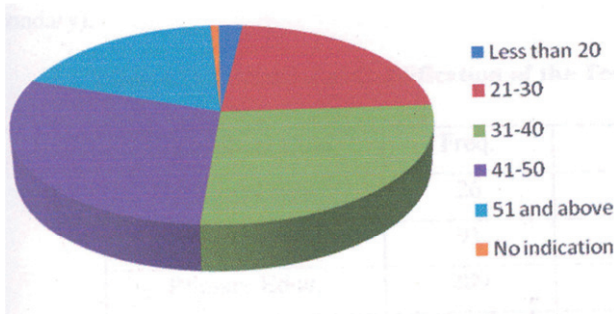


Figure 4.1 Age Distribution of Textile Market Women in Nigeria

The positive picture presented above about age distribution of textile market women in Nigeria was an indication that majority of them were in their active years. The implication of this is that the sector is vibrant, with an active population required for the sustenance of the business and also fitted into what obtained in Nigerian work-force as indicated by Owoyemi, et al. (2011). Analysts from the Human Capital School of thought view age as in large representing one's work experience and a value that is highly rated in the job market (Beck, 1994). In African societies, age also symbolizes experience and it conjures meanings of power and prestige.

4.1.2 Educational Qualification of the Textile Market Women:

Table 4.1 below shows that out of the total number of participants, 1.7% had no formal education; 5.8% had adult education; 18.5% had primary education, majority of them (48.2%) had secondary education; 23.8% had post-secondary education. Only 2.1% of the participants failed to indicate their educational level. This implies that majority of the textile market women (1128 or 72%) had more than basic education (Secondary and post secondary).

Table 4.1: Educational Qualification of the Textile Market Women

| Educational Qual. | Freq. | % |
|----------------------|-------|-------|
| No formal Educ. | 26 | 1.7 |
| Adult Educ. | 91 | 5.8 |
| Primary Educ. | 289 | 18.5 |
| Secondary Educ. | 755 | 48.2 |
| Post-secondary Educ. | 373 | 23.8 |
| No Indication | 32 | 2.1 |
| Total | 1566 | 100.0 |

Table 4.1: Educational Qualification of the Textile Market Women

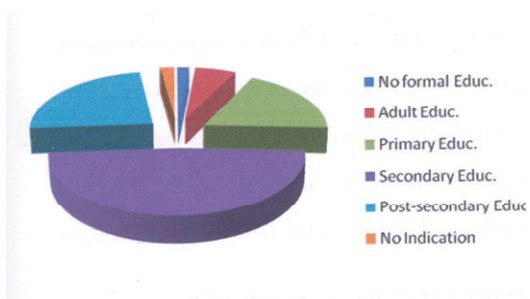


Figure 4.2: Educational Qualification of the Textile Market Women

This may also mean that the textile market women in the textile industry are educated. Studies based on the human capitalist model suggest that people who have more years in school or had formal education make greater use of available opportunities including decision-making in their homes. For sociologists, education is also a structural indicator of the socioeconomic position of a person, household or group in the social stratification system (Collins, 1991, Chafetz, 1991,2000).

Overall, analysts see education as a basis for social differentiation among members of society (Robertson, 1995). For instance, in one study in Rwanda, Clay and McAllister (in Fendru 1995) found that education had both direct and indirect effects on income levels. The educated apparently had more efficient control and use of household labour as well as access to higher paying jobs. Thus, it stands to reason that the educated among the textile Market Women in Nigeria will largely have a greater ability to make many and important decisions about their trading activities.

The implication of this is that textile market women in Nigeria were not all illiterate as presumed or perceived. The sector is populated with people with basic and standard education requirement expected for that kind of trading activities. Going by the words of Aristotle, "education is the best provision for all ages, no doubt education makes a man broad minded, enhances his personality and grooms him". All over the world, education is regarded as the key factors in overcoming the barriers that women face and basic tool for empowerment and brings women into main path of development.

4.1.3: Marital Status of Textile Market Women in Southern Nigeria:

Table 4.1.3 below revealed that 72.9% of the respondents were married; 11.3% were single; 8.5% represented the widows. Those separated followed with 6.6%, while 0.9% failed to indicate their choices.

Table 4.1.2: Marital Status of the Textile Market Women in Southern Nigeria

| Status | Freq | % |
|---------------|------|-------|
| Married | 1138 | 72.7 |
| Single | 177 | 11.3 |
| Widow | 133 | 8.5 |
| Separated | 104 | 6.6 |
| No Indication | 14 | 0.9 |
| Total | 1566 | 100.0 |

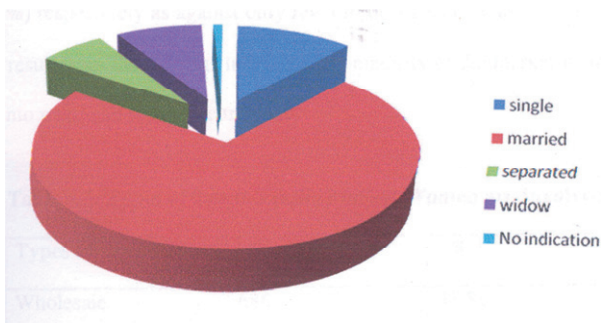


Figure 4.3: Marital status of Textile Market Women in Southern Nigeria

The analyses further revealed that majority of the women under study were married. One of the characteristics for distinguishing people in Africa societies is marital status. Traditionally, marriage confers respect, prestige and also it is associated with rights of access to resources. Feminist scholars and sociologists are of the opinions that married women have access to critical resources because of their affiliations to husbands and are likely to make more decisions in their homes than single women. For instance, in Pakistan, Frong and Peret (1991) found that some married women were able to control savings from money which they generated from selling of daily products poultry, goats and other farm goods. The implication of this is that these women are stable with high possibility of concentrations on their trading activities which in turn give them the

opportunity to build a stable family and also add values to their status and enhance their profitability.

4.1.4 Types of Trade Textile Market Women are Involved in Nigeria:

The analysis as shown in Table 4.1.3 below revealed that majority of the textile market women are involved in wholesale business (686 or 43.81 %) and retail business (800 or 51.1 %) respectively as against only few (80 or 5.1 %) that are involved in sub-retail trading. The result from the findings indicated that majority of the market women in textile business are into retail and wholesale trading.

Table 4.3: Types of Trade Textile Market Women are Involved in Nigeria

| Types of Trade | Freq. | % |
|----------------|-------|-------|
| Wholesale | 686 | 43.81 |
| Retail | 800 | 51.1 |
| Sub-retail | 80 | 5.1 |

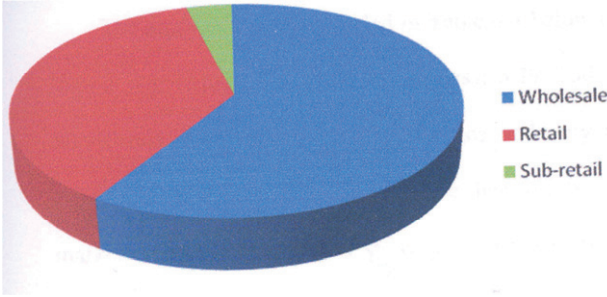


Figure 4.4: Types or Trade Textile Market Women are involved in Nigeria

The result from the findings indicates that majority of the market women in textile business ace into wholesale and retail trading, meaning that they ace not petty traders. 'Textile trading is a thriving, booming and lucrative economic activity with a long history of empowerments. It is also a major contributor to income and Gross Domestic *Products* (GDP) of many nations, Nigeria inclusive. According to Gereff (2002), textile industry is one of the oldest, largest and most global industries in the world which has offered chains of opportunities which include entry level jobs for unskilled labour force in developing countries. Breuton, *et.al.* (2007) corroborate the above statement by asserting that clothing sector has played such an important role in economic development, despite relative low startup investments' costs. Expansion of the sector will provide a base upon which to build capital for more technologically demanding activities.

4.1.5 Years of Experience in Textile Business

The analysis further revealed in Table 4.4 below that 7% of these participants had less than a year experience in textile business; 8.2% had between 1 to 5 years of experience; 80.9% had more than 5 years experience and only 4% failed to indicate their years of experience in textile business. It can be therefore be concluded that majority of the textile, market women used for this study have between 6 - 20 years experience in the textile business with a response rate of (1317 or 71.4%).

Table 4.4: Years of Experience in Textile Business

| Experience (years) | Freq. | % |
|---------------------------|--------------|----------|
| Less than 1 | 110 | 7.0 |
| 1-5 | 128 | 8.2 |

| | | |
|---------------|-------------|--------------|
| 6-10 | 449 | 28.7 |
| 11-15 | 480 | 30.7 |
| 16-20 | 188 | 12.0 |
| 21 and above | 148 | 9.5 |
| No indication | 63 | 4.0 |
| Total | 1566 | 100.0 |

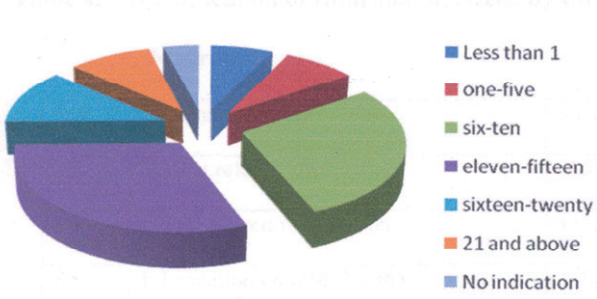


Figure 4.5: Year of Experience in Textile Business

4.2 Analysis of Research Questions

4.2.1 RQ1: To what extent do textile market women, in Southern Nigeria recognize their information needs?

The participants were asked to indicate which areas they need information concerning their business. Their responses are as shown in table 4.5 below:

Table 4.5: Identification of Information Needs by the Textile Market Women in Nigeria

| S/NO | Information areas | Picked (%) | Not picked (%) |
|------|---|-------------|----------------|
| 1 | Market related information | 1555 (99.3) | 9 (0.6) |
| 2 | Goods related information | 1553 (99.2) | 13 (0.6) |
| 3 | Information on other business | 1498 (95.7) | 11 (0.7) |
| 4 | Information on scholarship for children | 1474 (94.1) | 92 (5.9) |
| 5 | Information on politics and political parties | 1449 (92.5) | 117(7.5) |
| 6 | Information on supplier of goods | 1448 (92.5) | 82 (5.2) |
| 7 | Information on religious activities | 1444 (92.2) | 122 (7.8) |
| 8 | Information on marketing of production | 1439 (91.9) | 127 (8.1) |
| 9 | Information on current affairs | 1439 (91.9) | 126 (8.0) |
| 10 | Information on school and education | 1438 (91.8) | 128 (8.2) |
| 11 | Information on social amenities | 1438 (91.8) | 128 (8.2) |
| 12 | Information on competitors in the market | 1412 (90.2) | 99 (6.3) |
| 13 | Information on financial matters | 1372 (87.6) | 194 (12.4) |
| 14 | Information on credit facilities | 1367 (87.3) | 199,(12.7) |
| 15 | Information on government policies | 1337 (85.4) | 229 (14.6) |
| 16 | Information on cooperative societies | 1329 (84.9) | 237 (15.1) |
| 17 | Information on local events e.g. festival | 1329 (84.9) | 237 (15.1) |
| 18 | Information on home making | 1317 (84.1) | 200 (12.8) |

Table 4.5 above revealed the extent to which textile market women in Nigeria could identify their information needs. 99.3% of the women indicated that they needed information related to Market. 99.2% needed information related to goods, 87.6% needed information on financial matters; 84.9% needed information about cooperative society (84.9%); marketing of production (91.9%); credit facilities (87.3%); other business (95.7%); competitors in the market (90.2%) and suppliers of goods (92.5%).

It can further be drawn from the information from Table 4.5 that the textile market women affirmed business/market related information (i.e. market related information, goods related information, information on marketing of products, information on other businesses, information on competitors in the market, and information on suppliers of goods) as topping the list of information need area emphasized by the textile market women with response rate of 1490 or 95.1 %. Other areas of information need as attested to by the textile market women include; information on religious activities (92.2%), information on current affairs (1439 or 91.9%), information on social amenities, (91.8%), educational related information, financial related information, and information on local events.

4.2.2 RQ2: To what extent do textile market women seek information in Southern Nigeria?

The respondents were requested also to rate frequency of their information seeking on a four-point scales of Very Often = 4, Often = 3, occasionally = 2, and Never = 1.

Table 4.6: Extent of Information Seeking by Textile Market Women in Nigeria

| S/N | Information areas | Never | Occasionally | Often | Very often | Mean | SD |
|-----|-------------------|-------|--------------|-------|------------|------|-----|
| 1 | Goods related | 2 | 130 | 166 | 1265 | 3.72 | .63 |

| | | | | | | | |
|----|---|---------------|---------------|---------------|----------------|-------|------|
| | information | (0.1) | (8.3) | (10.6) | (80.8) | | |
| 2 | Information on financial matters | 3 (0.2) | 17 (1.1) | 391 (25.0) | 1083 (69.2) | 3.54 | .91 |
| 3 | Market related information | 156 (10.0) | 128 (8.2) | 317 (20.2) | 962 (61.4) | 3.23 | 1.00 |
| 4 | Information on politics and political parties | 38 (2.4) | 130 (8.3) | 807 (51.5) | 586 (37.4) | 3.23 | .73 |
| 5 | Information on social events | 10 (0.6) | 240 (15.3) | 520 (33.2) | 726 (46.4) | 3.16 | 1.01 |
| 6 | Information on marketing of products | 1 (0.1) | 299 (19.1) | 499 (31.9) | 692 (44.2) | 3.15 | .91 |
| 7 | Information on religious activities | 37 (2.4) | 165 (10.3) | 791 (50.5) | 550 (35)) | 3.15 | .81 |
| 8 | Information on current affairs | 1 (0.1) | 166 (10.6) | 757 (48.3) | 573 (36.6) | 3.13 | .93 |
| 9 | Information on local events e.g. festival | 47 (3.0) | 311 (19.9) | 300 (19.2) | 834 (53.3) | 3.13 | 1.12 |
| 10 | Information on government policies | 41 (2.6) | 324 (21.8) | 287 (18.3) | 826 (52.7) | 3.12 | 1.11 |
| 11 | Information about manufacturer | 141 (9.0) | 113 (7.2) | 714 (45.6) | 596 (38.1) | 13.12 | 1.90 |
| 12 | Information about market association meetings | 192 (12.3) | 59 (3.8) | 697 (44.5) | 618 (39.5) | 3.11 | 1.95 |

| | | | | | | | |
|----|---|---------------|---------------|---------------|---------------|-------|-------|
| 13 | Information on exchange rate | 140 (8.9) | 54 (3.4) | 969 (61.9) | 402 (25.7) | 13.04 | 1.81 |
| 14 | Information on school and education | 48 (3.1) | 203 (13.0) | 722 (46.1) | 519 (33.1) | 13.00 | 11.00 |
| 15 | Information on social amenities | 184 (11.7) | 56 (3.6) | 712 (45.5) | 544 (34.7) | 12.94 | 11.12 |
| 16 | Information on scholarship for children | 183 (11.7) | 164 (10.5) | 640 (40.9) | 500 (31.9) | | 1.15 |
| 17 | Information about travelling agencies | 3 (0.2) | 700 (44.7) | 461 (29.4) | 402 (25.7) | | .82 |
| 18 | Information on cooperative societies | 437 (27.9) | 32 (2.0) | 281 (17.9) | 744 (47.5) | 2.76 | 11.40 |
| 19 | Information on loans/credit facilities | 382 (24.4) | 174 (11.1) | 916 (58.5) | 90 (5.7) | | .93 |
| | Weighted Average | 3.08 | | | | | |

Table 4.6 above shows that the market women sought information about all the areas identified and it revealed that market related information (mean = 3.27), Politics and political parties (Mean = 3.23), information on religious activities and social events, Mean = 3.15 and current affairs information (Mean 3.13) topped the list of information being sought by textile market women in Nigeria on a regular basis. However, the weighted average estimated mean of extent of seeking information among the textile market women is 3.08 which is greater than the expected mean of 2.76.

4.2.3 RQ3: From which sources do textile market women seek information in Southern Nigeria?

To answer research question 3 above, the respondents were requested to indicate sources of their information. Table 4.7 below reveals their responses.

Table 4.7: Sources of Information to the Textile Market Women in Southern Nigeria

| Information areas/Sources | Some one | Jingle | News | Paper/mag | Internet | Travelling | Mean | Std. D |
|---|---------------|---------------|---------------|-------------|------------|------------|------|--------|
| Information on politics and political parties | 894 (57.1) | 153 (9.8) | 326 (20.8) | 80 (5.1) | - (0.0) | - (0.0) | 1.60 | 1.05 |
| Information on supplier of goods | 885 (56.5) | 280 (17.9) | 274 (17.5) | 59 (3.8) | - (0.0) | - (0.0) | 1.60 | .95 |
| Information on scholarship for children | 936 (59.8) | 165 (10.5) | 293 (18.7) | 75 (4.8) | 1 (0.1) | - (0.0) | 1.57 | 1.02 |
| Information on current affairs | 966 (61.7) | 453 (28.9) | 52 (3.3) | 81 (5.2) | - (0.0) | - (0.0) | 1.50 | .80 |
| Information on Loans/credits facilities | 958 (61.2) | 460 (29.4) | 60 (3.8) | 70 (4.5) | - (0.0) | - (0.0) | 1.49 | .79 |
| Information about cooperative society | 954 (60.9) | 458 (29.2) | 57 (3.6) | 65 (4.1) | - (0.0) | - (0.0) | 1.48 | .78 |
| Information on home making | 962 (61.4) | 487 (31.1) | 21 (1.3) | 57 (3.6) | - (0.0) | - (0.0) | 1.42 | .73 |
| Information about market security | 963 (61.5) | 524 (33.5) | 59 (3.8) | 3 (0.2) | - (0.0) | - (0.0) | 1.41 | .59 |
| Information on | 923 | 583 | 40 | 1 | - | - | 1.41 | .57 |

| | | | | | | | | |
|---|----------------|---------------|-------------|-------------|------------|------------|------|-----|
| social amenities | (58.9) | (37.2) | (2.6) | (0.1) | (0.0) | (0.0) | | |
| Information about market association Meetings/doing | 940 (60.0) | 621 (39.7) | 2 (0.1) | 1 (0.1) | - (0.0) | - (0.0) | 1.40 | .50 |
| Goods related Information | 984 (62.8) | 483 (30.8) | 69 (4.4) | 3 (0.2) | - (0.0) | - (0.0) | 1.39 | .61 |
| Information about competitors in the market | 977 (62.4) | 491 (31.4) | 67 (4.3) | 2 (0.1) | - (0.0) | - (0.0) | 1.38 | .61 |
| Information about when to buy goods | 993 (63.4) | 561 (35.8) | 7 (0.4) | 3 (0.2) | - (0.0) | - (0.0) | 1.37 | .51 |
| Information about when to sell | 1004 (64.1) | 555 (35.4) | 3 (0.2) | 2 (0.1) | - (0.0) | - (0.0) | 1.36 | .49 |
| Information on other business | 931 (59.5) | 463 (29.6) | 1 (0.1) | 60 (3.8) | - (0.0) | - (0.0) | 1.34 | .77 |
| Weighted Average | 1.5 | | | | | | | |

Information presented through the analysis presented in table 4.7 above revealed that textile market women sought varieties of information needed mostly from individuals (someone) which implies that oral sources topped the list of information sources being used by textile market women in search for any information needed. Also, jingle as a form of electronic information is being used to some extent while the use of print-based information is very low. This implies that the textile market women are comfortable with the use of face to-face channel of communication or oral sources in seeking information

than the use of print-based and electronic sources. The weighted average estimated mean of information sources used by the textile market women is 1.5 which is greater than 0.5.

4.2.4 RQ4: To what extent do textile market women use the sources of information available to them in Southern Nigeria?

Respondents were equally asked to indicate the extent of use of available sources of information. Options include: Daily = 5, Weekly = 4, Monthly = 3, Annually = 2, and Never = 1. In analysing the data gathered, means and standard deviation were calculated.

Table 4.8: Extent of Use of Information Sources Available to Textile Market Women in Southern Nigeria

| S/N | Information sources | Never | Annually | Monthly | Weekly | Daily | Mean | Std.D |
|-----|---|-------------|-------------|--------------|---------------|---------------|------|-------|
| 1 | Discussion with customers | 64 (4.1) | 33 (2.1) | 8 (0.5) | 344 (22.0) | 993 (63.4) | 4.15 | 1.53 |
| 2 | Discussion with family members | 60 (3.8) | 27 (1.7) | 14 (0.9) | 353 (22.5) | 983 (62.8) | 4.14 | 1.53 |
| 3 | Discussion with other market women | 64 (4.1) | 56 (3.6) | 4 (0.3) | 351 (22.4) | 963 (61.5) | 4.09 | 1.56 |
| 4 | Discussion with other textile traders | 67 (4.3) | 59 (3.8) | 3 (0.2) | 349 (22.3) | 959 (61.2) | 4.08 | 1.57 |
| 5 | Discussion with knowledgeable person in trade | 42 (2.7) | 32 (2.0) | 4 (0.35) | 640 (40.9) | 723 (42.2) | 4.02 | 1.44 |
| 6 | Previous knowledge | 40 (2.6) | 39 (2.5) | 147 (9.4) | 689 (44.0) | 524 (33.5) | 3.79 | 1.42 |

| | | | | | | | | |
|----|---|----------------|--------------|---------------|---------------|---------------|------|------|
| 7 | Discussion with information professionals | 196 (12.5) | 39 (2.5) | 3 (0.2) | 589 (37.6) | 614 (39.2) | 3.65 | 1.67 |
| 8 | Discussion with colleagues | 207 (13.2) | 33 (2.1) | 7 (0.4) | 738 (47.1) | 453 (28.9) | 3.52 | 1.63 |
| 9 | Private correspondences | 103 (6.6) | 32 (2.0) | 434 (27.7) | 691 (44.1) | 181 (11.6) | 3.28 | 1.35 |
| 10 | Meetings | 465 (29.7) | 6 (0.4) | 142 (9.1) | 648 (41.4) | 176 (11.2) | 2.79 | 1.66 |
| 11 | Data Sheet/books | 575 (36.7) | 30 (1.9) | 11 (0.7) | 160 (10.2) | 373 (23.8) | 2.03 | 2.00 |
| 12 | Leaflets/folders | 831 (53.1) | 120 (7.7) | 19 (1.2) | 243 (15.5) | 10 (0.6) | 1.37 | 1.31 |
| 13 | Information from fashion magazines | 1042 (66.5) | 6 (0.4) | 9 (0.6) | 200 (12.8) | 16 (1.0) | 1.25 | 1.21 |
| 14 | Workshop/conference/seminar proceedings | 981 (62.6) | 5 (0.3) | 7 (0.4) | 6 (0.4) | 154 (9.8) | 1.15 | 1.37 |
| 15 | Market women association | 1062 (67.8) | 15 (1.0) | 5 (0.3) | 10 (0.6) | 53 (3.4) | 0.90 | 0.94 |
| 16 | Internet/audio/video/CD/DVD | 1107 (70.7) | 3 (0.2) | 1 (0.1) | 29 (1.9) | 14 (0.9) | 0.83 | 0.74 |
| 17 | NGOs | 1110 (70.9) | 4 (0.3) | 16 (1.0) | 23 (1.5) | 4 (0.3) | 0.82 | 0.67 |
| 18 | Books | 1107 (70.7) | 31 (2.0) | 8 (0.5) | - (0.0) | 3 (0.2) | 0.8 | 0.5 |
| 19 | Library | 1134 (72.4) | 8 (0.5) | 5 (0.3) | 1 (0.1) | - (0.0) | 0.8 | 0.5 |

| | | |
|--|------------------|------|
| | Weighted average | 2.50 |
|--|------------------|------|

Information presented through the analysis in through the analysis in Table 4.8 above revealed that previous knowledge accounted for (1360 or 86.9%), discussion with family members (1350 or 86.9%), discussion with customers (1345 or 85.9%), and discussion with other market women (1318 or 84.2%). All these sources top the list of sources being used on a regular basis (i.e. Monthly, Weekly, and Daily) by the textile market women. This also implies that the market women prefer the use of oral sources in seeking information. Other sources being used on a regular basis include discussion with other textile traders (1311 or 83.7%), Discussion with knowledgeable person in trade (1367 or 83.5%), Private correspondence (1306 or 83.4%), discussion with information professionals (1206 or 77.06), discussion with colleagues (1198 or 76.4%), and meetings (966 or 61.7%). It could be concluded from the foregoing that textile market women make use of oral sources on a regular basis in seeking information more than other sources such as print and electronic sources. The analysis further revealed that majority of the textile market women also emphasized non-use of sources such as Library (1134 or 72.43), NGOs (1110 or 70.96), Book (1107 or 70.78), Internet/audio/video/CD/DVD (1107 or 70.7%), workshop/conference/market women association (1062 or 67.8%) and Seminar proceedings (981 or 62.6%).

The information from the table 4.8 further revealed that the weighted average estimated means of extent of use of information sources among textile market women is 2.50 which is greater than the expected mean 0.80. Therefore, it could be concluded that overall textile market women make regular use of information sources in meeting their information needs.

4.2.5 RQ5: To what extent are textile market women empowered in socio-economic status in Southern Nigeria?

Table 4.9a below revealed the socio-economic status of respondents on the scale of properties, other business, staff, source of finance, and types of markets

Table 4.9a: Socio-economic Status of Textile Market women in Southern Nigeria

| Statement | Options | Freq. | % |
|---|-------------------|-------|------|
| Do you own a shop? | No | 7 | 0.4 |
| | Yes | 1534 | 98.0 |
| If you won shop, how man):'? | 1 | 1062 | 67.8 |
| | 2 | 378 | 24.1 |
| | 3 | 77 | 4.9 |
| | 4 | 3 | 0.2 |
| | 5 | 7 | 0.4 |
| | 6 | 2 | 0.1 |
| Do you have shops lend out to others? | No | 1284 | 82.0 |
| | Yes | 230 | 14.7 |
| Your personal cars | 1 | 502 | 32.1 |
| | 2 | 5 | .3 |
| | 3 | 3 | .2 |
| | 4 | 1 | .1 |
| | 6 | 1 | .1 |
| | No car | 1054 | 67.3 |
| | DSTV | 1 | 249 |
| 3 | | 4 | .3 |
| 5 | | 1 | .1 |
| No DSTV | | 1312 | 83.8 |
| Business truck | 1 | 65 | 4.2 |
| | 2 | 3 | .2 |
| | 6 | 3 | .2 |
| | No truck | 1495 | 95.5 |
| Houses/lands | 1 | 437 | 27.9 |
| | 2 | 3 | .2 |
| | 4 | 1 | .1 |
| | 7 | 1 | .1 |
| | No house/land | 1124 | 71.8 |
| | . | . | . |
| Other business | 1 | 625 | 39.9 |
| | 2 | 5 | .3 |
| | No other business | 934 | 59.8 |
| From where do you buy your textile materials? | | 129 | 8.2 |
| | Retailer | 1345 | 85.9 |
| | | 39 | 2.5 |

| | Wholesaler Manufacturer | | |
|---|----------------------------|------|------|
| Do you travel to buy directly foreign manufacturer? | No | 1265 | 80.8 |
| | Yes | 296 | 18.9 |
| Do you have personal office | No | 1299 | 83.0 |
| | Yes | 106 | 6.8 |
| How many staff are working for you | 1 | 23 | 1.5 |
| | 2 | 118 | 7.5 |
| | 3 | 16 | 1.0 |
| | 5 | 7 | 0.4 |
| | 8 | 3 | 0.2 |
| | No staff | 1399 | 89.3 |
| How many apprentice? | 1 | 349 | 22.3 |
| | 2 | 44 | 2.8 |
| | 3 | 56 | 3.6 |
| | 4 | 32 | 2.0 |
| | 5 | 1 | 0.1 |
| | 6 | 3 | 0.2 |
| | 8 | 3 | 0.2 |
| | 9 | 1 | 0.1 |
| | 12 | 1 | 0.1 |
| | No apprentice | 1076 | 68.7 |
| Your business is based on | Personal saving | 1495 | 95.5 |
| | Loan | 54 | 3.4 |
| | Cash gift | 44 | 2.8 |
| If you take loan, from where? | Relative | 6 | .4 |
| | Cooperative | 242 | 15.5 |
| | Bank | 221 | 14.1 |
| | No loan | 1097 | 70.1 |

Table 4.9a above presents information on the socio-economic status of respondents. The elements used in measuring the socio-economic status of the textile market women include: ownership of shop(s), number of shops owned, ownership of personal car(s); number of cars owned, ownership of Truck for business and number of business owned; ownership of houses and landed properties and number of landed and housing properties owned, and ownership of other businesses. Other indicators used in measuring the socio-economic status of the textile market women include: points of purchase of textile

materials; possession of personal office, number of staff and apprentice, and method of funding the business. Information gathered from the analysis of data revealed that majority (1534 or 98.0%) of the textile market women owns a shop with only few of them (467 or 29.7%) having more than one shop. This implies that majority of the textile market women used for this study have a base in their respective textile markets. The information from the table further revealed that only few (512 or 32.8%) of the textile market women have personal car(s) which may be due to lack of fund to purchase the car or that the textile market women are concerned with expanding their business rather than purchase of cars. Also, the analysis revealed that majority of the textile market women (1495 or 95.5%) have no truck for carrying their goods which may also be due to lack of fund. This may be a pointer to low socio-economic status of the textile market women in Nigeria which may also be as a result of the poor economic situation in the country.

On the ownership of houses and landed properties, the information from table 4.9a revealed that majority of the textile market women (1124 or 71.8%) had no house(s) or landed properties of their own. Also, the analysis further revealed that majority of the textile market women (1345 or 85.9%) bought their goods directly from wholesaler which may be due to the fact that buying from wholesaler would be cheaper and also that the wholesaler could also afford to give them some credit facilities. Information on the ownership of personal office revealed that majority of the textile market women (1265 or 80.8%) affirmed that they do not have personal office just as most of them affirmed that they do not have staff (1399 or 89.3% or apprentice 1076 or 68.7%) working for them.

Moreover, majority of the textile market women (1495 or 95.5%) responded that their business was being financed by personal saving which might be the major reason why

they do not have cars, houses and landed properties. Most of the textile market women (1097 or 7018) indicated that they do not obtain loan to finance their business.

Based on the foregoing, it can be inferred that, limited shop ownership, the low level of car/truck ownership, low level of possession of housing and landed properties among the textile market women. the inability to buy goods directly from the manufacturers which may be due to lack of fund, as well as the inability to employ staff are pointers to low socio-economic status of the textile market women in Nigeria. Thus, it could be concluded that the textile market women in Nigeria have low socio-economic status. Respondents were asked to rate the extent to which they could influence decisions making about issues base on economic status.

Table 4.9b: Empowerment Status of Textile Market Women in Southern Nigeria

| S/N | Statement | NI | LI | MI | HI | MEAN | SD |
|---|----------------------------------|---------------|---------------|---------------|---------------|------|------|
| To what extent do you influence decisions about issues stated below | | | | | | | |
| 1 | When to stock their shop | 9 (0.6) | 11 (0.7) | 891 (56.9) | 387 (24.7) | 2.72 | 1.32 |
| 2 | When and how to get loan | 143 (9.1) | 15 (1.0) | 763 (48.7) | 410 (26.2) | 2.62 | 1.36 |
| 3 | What food to buy at home..... | 23 (1.5) | 741 (47.3) | 542 (34.6) | 34 (2.2) | 2.12 | .98 |
| 4 | Whether to | 27 (1.7) | 725 (46.3) | 571 (36.5) | 6 (0.4) | 2.05 | 1.00 |
| 5 | Whether to work outside the home | 27 (1.7) | 754 (48.1) | 541 (34.5) | 6 (0.4) | 2.03 | 0.99 |
| 6 | Number of children to have | 189 (12.1) | 559 (35.7) | 532 (34.0) | 49 (3.1) | 1.98 | 1.09 |
| 7 | How to settle conflicts among | 680 | 22 | 317 | 303 | 1.84 | 1.42 |

| | | | | | | | |
|----|--|---------------|---------------|---------------|-------------|------|--------|
| | friends | (43.4) | (1.4) | (20.2) | (19.3) | | |
| 8 | Contribution in market association | 542 (34.6) | 218 (13.9) | 526 (33.6) | 43 (2.7) | 1.74 | ..1.15 |
| 9 | Policies, rules, regulations in market association | 781 (49.9) | 11 (0.7) | 495 (31.6) | 42 (2.7) | 1.57 | 1.16 |
| 10 | Ceremonies/occasions to attend with friends | 804 (51.3) | 13 (0.8) | 492 (31.4) | - (0.0) | 1.47 | 1.10 |
| | Weighted average | 2.01 | | | | | |

NI=No Influence, LI=Little Influence, MI=Medium Influence, HF= High Influence

The analysis has shown in Table 4.9b above revealed the extent to which the textile market women have a say in the decisions affecting them and it also revealed that they have moderate influence on when to stock their shop (mean = 2.72); when and how to get loan (mean = 2.62), food to buy at home (mean = 2.12); whether to work outside the home (mean = 2.03); number of children to have (mean = 1.98); contribution in market association (mean = 1.74); policies, rules, regulations in the market association (mean = 1.57); ceremonies/occasions to attend with friends (mean = 1.47) and how to settle conflicts among friends (mean = 1.84). However, the weighted estimated average mean is 2.01 which is greater than the expected mean of 1.47, hence it could be concluded that the textile market women influence decisions at home, shop, and market.

4.2.6 RQ6: What are the possible challenges militating against textile market women information behaviour in Southern Nigeria?

This section presented information on possible challenges encountered by textile market women in Southern Nigeria.

Table 4.10: Possible Challenges Facing Textile Market Women Information Behaviour

| s/n | Possible problems | No (%) | Yes (%) | Rank |
|-----|---------------------|-------------|-------------|-----------------|
| 1 | Economic status | 491 (31.4) | 1073 (68.5) | 1 st |
| 2 | Lack of awareness | 1112 (71.0) | 454 (29.0) | 2 nd |
| 3 | Individual attitude | 1115 (71.2) | 451 (28.8) | 3 rd |
| 4 | Illiteracy | 1295 (82.7) | 271 (17.3) | 4 th |
| 5 | Lack of skills | 1348 (86.1) | 218(13.9) | 5 th |
| 6 | Culture | 1454 (92.8) | 112 (7.1) | 6 th |
| 7 | Gender | 1504 (96.0) | 62 (4.0) | 7 th |

Source: Field work, 2012

Analysis presented in Table 4.10 above revealed that the majority agreed that the problem facing textile market women information behaviour is economic status (68.5%). Few of the women agreed that lack of awareness is also affecting their information behaviour (29%), their individual attitude too (28.8%). Problems like illiteracy (17.3%), lack of skills (13.9%), culture (7.1%) and gender (4%) affected very few of them. The implication that could be drawn from the foregoing is that the economic status of textile market women is a major challenge working against their information behaviour. This is shown in a chart in figure 4.5.

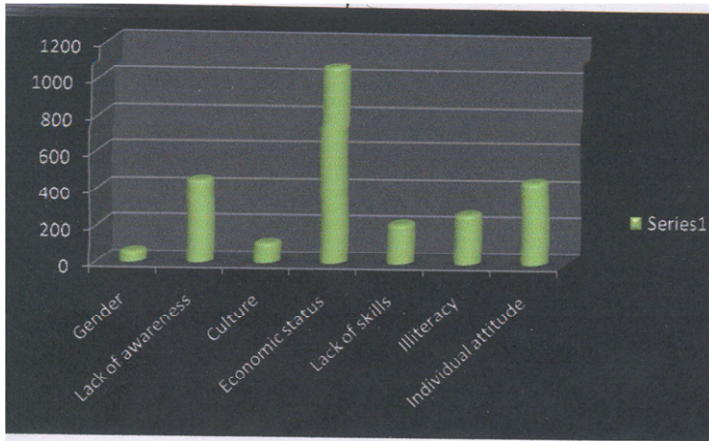


Figure 4.6: Challenges Facing Information Behaviour of Textile Market Women

Source: Field work, 2012

4.2.7 RQ7: How can information behaviour of the textile market women in Southern Nigeria be improved?

The respondents were asked to indicate suggestions for improving their information behaviour. Their opinions were shown below in table 4.11.

Table 4.11: Strategies Suggested for Improving Information Behaviour of Textile Market Women in Southern Nigeria

| Suggestions | Freq. | % |
|---|-------|------|
| Be well trained | 325 | 20.8 |
| Be present in meetings | 307 | 19.6 |
| Get at least little education before starting | 295 | 18.8 |
| Sought for capital first | 238 | 15.2 |
| Information should be made public | 206 | 13.2 |

| | | |
|---|----|-----|
| Schedule constant meetings to help the new comers | 53 | 3.4 |
| There should be school of textile market | 12 | 0.8 |
| Power supply should be regular | 12 | 0.8 |
| Make cordial relationship with people | 11 | 0.7 |
| Means of communication should be provided | 9 | 0.6 |

Source: Field work, 2012

Information on strategies suggested to improve information behaviour of textile market women as drawn from the analysis presented in Table 4.11 above revealed that only few textile market women responded to the question. However, majority of the few that responded affirmed adequate training 325 (20.8%), presence at meeting 307 (19.6%) search for capital 238 (15, 2%), and making information public 206 (13.2%) as major strategies for improving the information behaviour of the textile market women. From the above, it can be inferred that training on how to source capital, presence at meetings where important information are being shared, as well as making information public are considered important strategies for improving the information behavior of textile market women in Nigeria.

4.2.8 RQ8: Is there relative influence of information needs, information seeking, information sources and information use on the socio-economic empowerment of the textile market women in Southern Nigeria?

Table 4.12 present the result of the relative contribution of each of the independent variables to the depended variable. The result shows that there is a significant contribution of information seeking, information needs, and information sources to the socio-economic empowerment of the textile market women of Southern Nigeria. While information use ($p>0.05$) alone does not significantly add the socio-economic

empowerment of the textile market women. Socio-economic empowerment = 52.78, information needs = 0.443, information seeking = -0.581, information sources = 0.402 and information use = 0.0037. This implies that information seeking alone reduces socio-economic empowerment while information needs ($p < 0.001$), information sources ($p < 0.001$), and information use all add to socio-economic empowerment of the textile market women of Southern Nigeria.

Table 4.12 below shows the multiple regression analysis of relative influence on independent variables and dependent variable.

Table 4.12: Summary of Multiple Regression Analysis Showing Relative Influence on independent variables and depended variable

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|---------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 52.780 | 1.796 | | 29.390 | .000 |
| | Information needs | .443 | .088 | .139 | 5.054 | .000 |
| | Information seeking | -.581 | .035 | -.482 | -16.638 | .000 |
| | Information sources | .402 | .031 | .302 | 13.052 | .000 |
| | Information use | 3.725E-03 | .021 | .005 | .177 | .859 |

a. Dependent Variable: socio-economic empowerment

Table 4.12 above presented the contribution of the independent variables (information needs, information seeking, information sources, and information use) to the dependent variable (socio-economic empowerment) and it showed that information seeking made the highest significant influence on socio-economic empowerment of the textile market women ($P = -0.48$; $t = -16.64$; $p = 0.000 < 0.05$). This was followed by information sources ($P = 0.30$; $t = 13.05$; $p = 0.000 < 0.05$) and identification of information needs ($P = 0.14$; $t = 5.05$; $p = 0.000 < 0.05$). Information use made no significant influence ($P = 0.01$; $t = 0.18$; $p = 0.859 > 0.05$). This implies that information seeking, information sources, and information needs do significantly influence the socio-economic empowerment of textile

market women while information use had no significant influence on the socio-economic empowerment of the textile market women. According to the analysis, information use has significant relationship with socio-economic empowerment but it is also shown not to be contributing significantly to socio-economic empowerment. This is possible because increase in information use can bring about increase in socio-economic empowerment. In other words those that are of high socio-economic empowerment might be those that use information the more. But the information use according to multiple regressions is not what influences their socio-economic empowerment.

4.2.9 RQ9: Is there composite influence of information needs, seeking, sources and use on the socio-economic empowerment of textile market women in Southern Nigeria?

Research question 9 above was set to determine the composite influence of information needs, seeking, sources, and use on the socio-economic empowerment of textile market women using multiple regression analysis to show the composite influence. R2 (coefficient of Rdetermination) is 0.241 which implied that information needs, information seeking, information sources and information use can only explain 24% of the variability in socio-economic empowerment of textile market women in Southern Nigeria.

Table 4.13: Summary of Multiple Regression Analysis showing Composite Influence

| Model | R | R square | Adjusted R square | Std. Error |
|-------|------|----------|-------------------|------------|
| 1 | .491 | .241 | .239 | 10.99 |

From the above table 4.13, it can be deduced that there was a joint relationship between the independent variables (information needs, seeking, sources and use) and the dependent variable (socio-economic empowerment) of the textile market women ($R = 0.49$). This led to the fact that the independent variables accounted for 23.9% of the total variance in the socio economic empowerment of the textile market women (Adjusted $R^2 = 0.239$). Table 4.14 shows the significant status of the composite influence.

Table 4.14: Summary of ANOV A in Multiple Regression Analysis showing Significance of the Composite Influence.

Table 4.14 below shows the summary of anova in multiple regression analysis showing significance level of the composite influence. The F value of 117.477 ($p < 0.001$) implied that at least one of the independent variables (information needs, information seeking, information sources, and information use) contributed significantly.

Table 4.14: Summary of ANOVA in Multiple Regression Analysis Showing Significance of the Composite Influence.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|------|-------------|---------|-------------------|
| 1 | Regression | 56746.533 | 4 | 14186.633 | 117.477 | .000 ^a |
| | Residual | 178967.2 | 1482 | 120.761 | | |
| | Total | 235713.8 | 1486 | | | |

a. Predictors: (Constant), information use, information sources, information needs, information seeking

b. Dependent Variable: socio-economic empowerment

From the above table 4.14, an inference can be made that the composite influence of the independent variables on the dependent variable was significant ($F_{(4,1482)} = 117.48$; $p < 0.05$). Therefore, it could be concluded that there is a composite influence of

information needs, seeking, sources and use on the socio-economic empowerment of textile market women in Nigeria.

4.3 Hypotheses Testing

In this section, findings from the analyses of the earlier stated hypotheses are presented.

4.3.1 Hypothesis 1:

H₀: There is no significant relationship between recognition of information needs and the socio-economic empowerment of textile market women in Nigeria.

Hypothesis 1 was to determine the relationship between recognition of information needs and the socio-economic empowerment of textile market women in Nigeria. The finding is as shown in table 4.15 overleaf. The correlation coefficients obtained is 0.146 ($p < 0.001$) which shows that though there exist a very weak positive correlation between socio-economic empowerment and information needs, the relationship is nevertheless very significantly.

Table 4.15 Result of correlation coefficients of recognition empowerment of Textile Market Women of information needs and socio-economic empowerment of TMW

| Variables | N | Mean | Std. D | r | Sign | Remark |
|----------------------------|------|-------|--------|------|------|-------------|
| Information needs | 1487 | 16.98 | 3.96 | | | |
| | | | | .146 | .000 | Significant |
| Socio-economic Empowerment | 1487 | 34.86 | 12.59 | | | |

The analysis has shown in Table 4.15 above revealed that there was a significant positive relationship between identification of information needs and the socio-economic

empowerment of the textile market women ($r = 0.15$; $p = 0.000 < 0.05$). Therefore, null hypothesis one was rejected. It could thus be concluded that there was a significant relationship between identification of information needs and socio-economic empowerment of textile market women in Nigeria. Hypothesis one in the null form states that, there is no significant relationship between recognition of information needs and socio-economic empowerment of textile market women in Nigeria. The data were analyzed using Pearson Product-Moment Correlation (PPCM) showing relationship between information needs and socio-economic empowerment of textile market women in Nigeria.

The finding supports that of other researchers like Reiketta (2005) and Riketta and Dick (2005) who found that stronger identification of information need can lead to higher level of jobs satisfaction, more extra-role behaviour and lower feeling of interest to leave. Also, research has shown that job satisfaction among employees may lead to positive behaviours toward customers which in turn will enhance customer's satisfaction (Bernhardt, *et al.* 2000, Schlesinger and Zornitsky, 1991, Donovan and Hocutt, 2001).

The implication of this to the study is that the more the textile market women in Nigeria identify their information needs in market related areas, the higher their socio-economic empowerment. According to Kamber (2009), needs are satisfied through various kinds of activities and each of which requires information as an input. That is why Panos (2001) emphasises that access to information is an essential condition for development and empowerment.

4.3.2 Hypothesis 2: H_{02} : There is no significant relationship between information seeking behaviour and the socio-economic empowerment of textile market women in Nigeria:

Hypothesis 2 was to determine the relationship between recognition of information needs and the socio-economic empowerment of textile market women in Nigeria. To test this hypothesis, Pearson product Moment-coefficient was adopted testing at 0.05 level of significance. The correlation coefficient obtained was 0.383 ($p < 0.001$) which implied that there was a significantly weak positive correlation between information seeking behavior and socio-economic empowerment. The finding is as shown in table 4.16.

Table 4.16 Result of correlation coefficients of relationship between information seeking behaviour and socio-economic empowerment of TMW in Southern Nigeria

| Variables | N | Mean | Std. D | R | Sign | Remark |
|----------------------------------|------|-------|--------|------|------|-------------|
| Information Seeking behaviour | 1487 | 58.96 | 10.46 | | | |
| | | | | .383 | .000 | Significant |
| Socio-economic Empowerment | 1487 | 34.86 | 12.59 | | | |

The analysis presented in Table 4.16 above also revealed that there was a significant positive relationship between information seeking and the socio-economic empowerment of the textile market women ($r = 0.38$; $p = 0.000 < 0.05$). Therefore, null hypothesis two was therefore rejected. Thus, a significant relationship between information seeking, and socio-economic empowerment of textile market women was established.

This result is in line with that of Raza, *et al.* (2010) that information seeking behaviour is a complex activity, requiring access to diverse information resources to deal with work-related, personal and social information problems. Access to basic information empowers individual and enables that individual to make rational decisions which can reduce the level of uncertainty. Keller and Mbwewe (1991) as cited in Rowland (1995) attested to the above assertion that information seeking empowers women to organize themselves to increase their own self-reliance and to assert their independent rights, to make choices, and to control resources.

The implication of this is that, the more an individual seeks for the related information, the higher the socio-economic empowerment is brought about and the higher the choice of tendency for skill development and income-earning opportunities to take place.

4.3.3 Hypothesis 3:

H₀₃: There is no significant relationship between information use and the socio-economic empowerment of textile market women in Nigeria.

Hypothesis 3 was tested at 0.05 level of significance using Pearson's product moments coefficient Table 4.17 reports the result of the test. The correlation coefficient of 0.198 ($p < 0.001$) showed that there existed a weak positive correlation between socio-economic empowerment and information use. The correlation coefficient actually showed a significant relationship between socio-economic empowerment and information use but the regression coefficient did show a not significant linear relationship between them. The reason for this discrepancy could be adduced to the fact that in correlation, information use is bi-variant with socio-economic empowerment while in the regression model; it acted in conjunction with those other variables.

Table 4.17 Result of correlation coefficients of relationship between information use and socio-economic empowerment of TMW in Nigeria

| Variables | N | Means | SD | r | Sign | Remark |
|----------------------------|------|-------|-------|------|------|-------------|
| Information use | 1487 | 47.90 | 15.72 | | | |
| | | | | .198 | .000 | Significant |
| Socio-economic Empowerment | 1487 | 34.86 | 12.59 | | | |

The analysis shown in Table 4.17 revealed further that there was a significant positive relationship between information use and the socio-economic empowerment of the textile market women ($r = 0.20$; $p = 0.000 < 0.05$). Therefore, null hypothesis three was rejected. Therefore, it can be concluded that there is a significant relationship between information use and socio-economic empowerment of textile market women in Nigeria. The information from the study also revealed that there is a significant positive relationship between information use and the socio-economic empowerment of the textile market women ($r = 0.20$; $p = 0.000 < 0.05$) (see table 4.16). Therefore, null hypothesis three was rejected. Therefore, it can be concluded that there is a significant relationship between information use and socio-economic empowerment of textile market women in Nigeria. Information is seen as key resources that can aid development. Mayer, (2003), Gursten (2003) had earlier emphasised that effective use of information can support economic development and social change. Access to basic and additional information will eventually empower the individual. Successful universal access to information and the use depends not only on the availability and affordability of infrastructure, but also on the availability and quality of suitable content and application. The implication of this is that,

availability and use of information enable the individual or groups of people to make rational decisions and reduce their levels of uncertainty.

4.3.4 Hypothesis 4:

H₀₄: There is no significant relationship between level of challenges faced on information behaviour and the socio-economic empowerment of textile market women in Nigeria.

Hypothesis 4 was set to determine whether there was a significant relationship between level of challenges faced on information behaviour and the socio-economic empowerment of textile market women in Nigeria or not. The correlation coefficient between socio-economic empowerment and challenges of information behaviour was 0.045 ($p > 0.001$) which implied that the correlation was very weakly positive and not significant.

Table 4.18: Summary of Pearson Product-Moment Correlation Showing Relationship between Challenges of Information Behaviour and the Socio-economic Empowerment of the Textile Market Women

| Variables | N | Mean | Std.D | r | Sig. | Remark |
|-------------------------------------|------|-------|-------|------|------|--------|
| Challenges of Information Behaviour | 1566 | 1.82 | 1.41 | .045 | .086 | NS |
| Socio-economic Empowerment | 1566 | 34.87 | 12.59 | | | |

The analysis carried out in Table 4.16 above revealed that there was no significant relationship between challenges of information behaviour and the socio-economic empowerment of textile market women ($r = 0.45$; $p = 0.86 > 0.05$). Therefore, hypothesis

four was not rejected. Thus, it could be concluded that there was no significant and relationship between of challenges facing textile market women in information seeking and the level of socio-economic empowerment of textile market women in Nigeria.

The finding above supports the submissions of International Labour Organizations (2009) and Kabeer (2008) that women experience barriers in almost every aspect of work whether they have paid work or not, the type of work they obtain or are excluded from, the availability of support services such as childcare, their pay, benefits and conditions of work, the insecurity of their jobs or enterprises, their success in vocational training. Ways around these by Department for International Development (DFID) (2010) are that, productive employment and decent work in developing countries are the main routes out of these barriers for both men and women. Women's participation in the labour market can be increased by addressing constraint and barriers facing accessing work, including public employment programmes by providing well-focussed vocational trainings. Social protection measures can enhance the productivity and participation of poor women in the labour market by reducing their vulnerability to livelihood risks and economic shocks.

4.4 Discussion of Findings

This section discusses the findings of the study in relation to those of past studies. It is structured under the following titles: identification of information needs by the textile market women, extent of information seeking, sources of information of the textile market women, use of information sources available to these sets of people: socio-economic empowerment status of the textile market women in Nigeria, strategies suggested to improve information behaviour of textile market women, investigation of relative influence and composite influence on independent variables and dependent

variable. The information deduced from the analysis of data gathered in the study has revealed several findings on the objective and scope of the study.

4.4.1 Research Question One: To What Extent do Textile Market Women in Southern Nigeria Recognise their Information Needs?

The findings from study as presented in Table 4.5 revealed that textile women in Nigeria could recognise their information needs. This was also in line with the research findings of (Bakar, (2011), Saleh and Lasisi, (2011), confirming the ability of women to recognize their information needs in the areas relevant to their day-to-day economic activities. From experience, human beings are active, motivated, goal-oriented and willing to get information about themselves and the world; as directed by intentions and expectations. However, due to individual dispositions, different factors can constitute barriers to the recognition of information needs, (Anwer, 1987).

The implication of this is that information needs are not and cannot be restricted to any social group, age or race. Every individual needs information for varieties of issues essential for his or her survival. This study, therefore, concluded that textile market women in Nigeria had information needs, and these needs were adequately recognised by them.

4.4.2 Research Question Two: To What Extent do Textile Market Women Seek Information?

These findings corroborated Williams (2006) and Afolabi's (2001) view that emphasized job-related information, career information, information on financial matters, and credit facilities; education information, health information, social information as well as home management information as major information need areas of women. Foster (2004) and Case (2002), further reiterate that information-seeking is a process by which information

needs are pursued. This is also in line with the position of Radecki and Jaccard (2005) that individuals are motivated to seek information which they perceived as useful in their social relationships and economic activities.

The implication of this is that information-seeking behaviour involves personal reasons for which they are being sought, how and sources through which needed information are obtained. Hence, it can be concluded that market textile women often seek information about their business and other life related issues.

4.4.3 Research Question Three: From which Sources do Textile Market Women Seek Information in Southern Nigeria?

On the sources of information being used by women in seeking information, the findings from the study as shown in table 4.7 revealed that the textile market women make use of person-to-person source (someone) more than any other sources of information just as the study revealed a fair use of jingle as a form of electronic source of information by the women. This finding validates an earlier one by Ikonja-Odongo (2003) which revealed that women relied on their colleagues, friends, family and clients for information. Their reliance on these sources is due to the fact that women prefer to seek information from sources that are quite close to their place of work so that they would not have to leave their work environment.

Furtherance to this, the findings of (Ikoja-Ochola (2004), showed that entrepreneurs largely depended on their immediate surroundings as first stop for information. Duncombe (2004) observed that "a business owner prefers information generated by informal sources because it tends to be in closest proximity, it is more trusted, and it is applicable to their existing knowledge base. It is derived from sources that exhibit similar outlooks and aspiration to that of the recipient"

This implies that reliance on these sources is due to the fact that women prefer to seek information from sources that are close to their places of work so that they will not have to leave their working environments. Whatever sources an individual chooses in the course of information seeking, it is important to know that having timely and relevant information fundamentally altered people's decision-making capacity. Hence, it can be concluded that the textile market women make use of oral sources of information more than every other sources of information.

4.4.4 Research Question Four: To What Extent do Textile Market Women Use the Sources of Information Available to Them?

The findings from the data on the extent to which the textile market women use the sources of information available to them as presented in Table 4.8 revealed that the textile market women make use of oral sources only on a regular basis (i.e. daily, weekly and monthly). The oral sources which the textile markets women make use of include: discussions with family members, customers, other market women, other textile traders, knowledgeable person in the trade, private correspondence, as well as information professionals.

This finding is at variance with Kotler (2001) that identified television, radio, newspaper and interaction with government agents, politicians and social networks, as sources of information being used by women in seeking for information. However, Kirk (2002) posited that information use goes beyond the merely functional, problem solving, or performing of tasks. Information use includes the construction of new knowledge and new meanings; that are capable of shaping decisions and influencing others. Choo (2002) buttressed this position by asserting that information use is a dynamic interactive social process of inquiry that may result in the making of meaning or the making of decisions.

The implication of this finding is that information use is the factor that drives all other information behaviours, since it represents the ultimate purpose for which information is needed and sought. It can be concluded that overall textile market women make regular use of information sources in meeting their information needs.

4.4.5 Research Question Five: To What Extent are Textiles Markets Women Empowered in Socio-economic Status in Southern Nigeria?

The data analysis shown in Table 4.9a revealed that the socio-economic status of the textile market women in Nigeria is relatively low as implied from the low level ownership of tangible and material assets such as cars, landed properties, houses, shops, offices which were common among the textile market women as well as their inability to employ staff and deal directly with the manufacturer in their purchase of goods. These discoveries were in line with the submission of Clinton (2009), that women perform 60% of the world's work and produce 50% of the food, yet earn only 1 % income and own 1 % of property.

The findings also validated the claims of the Inter Press Service that on a global scale, women cultivate more than half of all the food that is grown. In Sub-Saharan African and the Caribbean, they produce up to 80% of basic foodstuffs. In Asia, they account for around 50% of food production, in Latin American; they are mainly engaged in subsistence farming, horticulture, poultry and raising small livestock. Compared with other parts of the world, women in the Pacific Region experience limited economic empowerment (Eill, 2012). In most Pacific countries, women tend to be under-represented in the formal workforce, spend more time in work than male-headed households (MHHs). Key barriers to women's economic empowerment include poor

educational attainment, patriarchal norms, customary law of access to finance, lack of skills and knowledge and poor infrastructure.

Few studies have examined which economic strategies offer the best opportunities for success in Pacific Countries. Studies by (Kaitani and McMurray (2006) and Sibley and Liew (2009) advocate for supporting female financial literacy training as means to improving the efficiency of female-targeted microfinance strategies. The broader literature on women's economic empowerment emphasises the importance of tackling multiple constraints when designing women's economic empowerment programmes (World Bank, 2012). It also highlights the mixed record of microfinance schemes targeted at women (Mayoux and Harti, 2009). In Nigeria, women are noted for their industry. According to Nwagwu and Ifeanacho (2009), many of them are traders and farmers. They support their families economically and most times their contributions are trivialized and disregarded when in the actual fact they bear the brunt of the families' economic burden.

Consumer surveys by Mooram and Matulieti, (1996), also confirmed the above statements. In spite of the fact that women played essential and dynamic roles in the economic life of the society, they remain disadvantaged in terms of having access to health, education and finance, owing to legal, cultural and other structural barriers. In most communities in the developing countries, most property is owned by men. This is an obstacle to the welfare of women when they get married and also when they get divorced or in polygamous homes. Women have no control of property especially land and without control on property, women are vulnerable to dispossession and they are thus constrained from initiating long term project.

This implied that women's access to timely and accurate information in their environment will lead to awareness, capacity building, participation and positive attitude toward development. This study concluded that access to information will in turn increase efficiency in performance as well as economic contributions which will eventually reduce poverty among women.

4.4.6 Research Question Six: What are Possible Challenges Militating against Textile Market Women in Southern Nigeria?

On the possible challenges militating against the information behaviour of the textile market women, findings from the study as presented in Table 4.10 revealed that gender bias, culture, lack of adequate skills, among the textile market women, negative attitude, as well as lack of awareness are major challenges facing textile market women's information behavior. This is in consonance with the findings of Aguolu and Aguolu, (2002) and Ofuoku, *et al* (2000) that barriers listed above constitute major challenges to accessing information by individuals. Other factors identified by Hassan *et al.*, (2008), Rousan, (2007); Uguw, (2009) include cultural restrictions, low illiteracy, lack of sufficient ownership and control of resources, language barrier, poverty among others.

The position above is in contrast to Borgers's (1999) view who identified interpersonal problems, social barriers, economic barriers, and environmental/situational barriers are the factors facing women in the process of seeking for and using information. Several other studies have also identified gender as a limiting factor in accessing information (Kristiansen *et al.* 2005). Mchombu (2000) has also established that the few studies that have reported on women's use of information in business showed that they have fewer opportunities to exchange information than men do. The implication drawn from the foregoing is that the economic status of textile market women is a major challenge

working against their information behaviour. It is concluded that a more holistic and systematic way of implementing small business assistance programmes should be followed if they are to overcome various challenges of information confronting them in order to achieve long-term sustainable development.

4.4.7 Research Question Seven: How can Information Behaviour of the Textile Market Women in Southern Nigeria be Improved?

The study further revealed that adequate training for textile market women and the making of information public are major strategies that can be used to improve the information behaviour of the textile market women. This was at variance with Johnson and Musdike's (2000) view which emphasised the use of interpersonal sources of information as a major strategy in reducing the challenges being faced by women in their search for and use of information. This is because it provides immediate feedback and social support.

The implication of this result has shows that information is power and the knowledge to acquire the necessary information needed for textile business should not be compromised. Training is important; the effect is to boost their level of empowerment over socio-economic factors that might create obstacles. But current and up to date information is more important. Since findings from this study has indicated that most of the textile market women in Nigeria have up to secondary and post-secondary education, accessing information sources in print and electronic format should not be a problem.

4.4.8 Discussion of Research Question Eight: Is there relative influence of information needs, information seeking, information sources and information use on the socio-economic empowerment of textile market women in southern Nigeria?

The analysis presented in table 4.12 has shown the contribution of the independent variables (information needs, information seeking, information sources, and information use to the dependent variable (socio-economic empowerment). It has also shown that information seeking made the highest significant influence on socio-economic empowerment of the textile market women. This was followed by information sources and identification of information needs. Information use made no significant influence. This implies that information seeking, information sources, and information needs do significantly influence the socio-economic empowerment of textile market women while information use had no significant influence on the socio-economic empowerment of the textile market women.

On the relative influence of information needs, information seeking, information sources and information use on the socio-economic empowerment of the textile market women in Nigeria, the study revealed that only information needs, information seeking behavior, and information sources do significantly influence the socio-economic empowerment of textile market women in Nigeria just as it revealed a joint relationship between the independent variables (information needs, information seeking behaviour and information use) and the dependent variable (socio-economic empowerment). This discovery corroborates Olorunda and Oyelude's (2003) position that women require information because it empowers them to make informed decisions.

It could be argued that people with higher empowerment do not seek for information any longer, because they have adequate information which resulted in inverse relationship between information-seeking and socio-economic empowerment of textile market women under study in Nigeria. However, women who were able to identify information needs related to their trading activities through right sources were able to gain higher socio-

economic standard. Information use made no significant influence because information gathered may not be used or applied. This is in line with McNamara's (2003) position that effective use of information that is focused and targeted towards issues such as new opportunities for improvement market and pricing and valuable resources for improved productivity will lead to awareness, capacity, participation and positive attitude toward developments.

The implication for this is that when information is used, it will increase efficiency and performance as well as economic contribution which will eventually reduce losses and poverty.

4.4.9 Discussion of Research Question Nine: Is there composite influence of information needs, seeking, sources and use on the socio-economic empowerment of textile market women in southern Nigeria?

Table 4.13 (page 113) shows that there is a joint relationship between the independent variables (information needs, seeking, sources and use) and the dependent variable (socio-economic empowerment). Table 4.14 shows the significant status of the composite influence. Also, there exists significant positive relationships between identification of information needs and socio-economic empowerment; information seeking and socio-economic empowerment, information use and socio-economic empowerment; and level of challenges facing textile women in information seeking and their level of socio-economic empowerment were established. However, information needs, information-seeking, information sources and information use as independent predictors or variables accounted for the total variance in the socio-economic empowerment of the textile market women under study, while other extraneous variables not considered in the study accounted for the remaining change or variation in the textile market women's socio-

economic status. As a result, a unit change in information needs, information-seeking, information sources and information use will cause a non-inverse change in socio-economic empowerment of textile market women in Nigeria.

THE WILSON'S MODEL OF INFORMATION BEHAVIOUR

Wilson's general model of information behavior is hereby discussed in relation to the findings of this study. Wilson's model is a general model and not only hospitable to theory that might help to explain the more fundamental aspects of human behavior, but also to various approaches to information seeking behavior and information searching. Wilson's (1996), information behavior model pictures the cycle of information activities from the rise of information need to the phase when information is being used. It includes intervening variables, which have significant influence on information behavior and mechanisms which activate it (Niedzwiedzka 2003). Generally, information studies aim to facilitate access to information as determined by *the* activities *that* individuals are engaged in, environments in which they act, and information needs they perceived.

The research results showed that there was a clear relationship between information needs, seeking, sources, and use that translated into socio-economic empowerment of the textile market women in Southern Nigeria. The findings from research questions 1-4 clearly indicated an agreement with the theory adopted. These findings emphasized that the group under study (textile market women in southern Nigeria) have information needs that are equally recognized by them. Besides, they seek information to meet these needs, and also make use of both oral and print information sources to address these needs. Importantly, they have information behaviours that have positive influence on their socio-economic empowerment which is the crux of this study. Wilson proposed that information seeking behaviour can be seen as goal-determined and that 'problem solving'

provides a framework that can help to explain, for example, multiple search episodes, as the information seeker moves through the problem solving stages of problem recognition, problem identification, problem resolution, and solution statement. Findings numbers 8-12 of this study aligned with this proposal.

Summarily, one may be right to conclude that Wilson's (1996) information behaviour theory is holistically appropriate to the variables of the present study.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of major findings in the study with a focus on the research questions and hypotheses proposed for the study. Also, conclusion and implications are presented. Recommendations based on the findings and contributions of this study to knowledge are also presented and lastly, suggestions for further study are articulated.

5.1 Summary of the Study

The study was carried out to investigate the information behaviour and socio-economic empowerment of textile market women in Nigeria. The study is an ex-post-facto type and adopted survey research design. Disproportional stratified random sampling technique was used to select the specific markets for the study. Purposive sampling technique was used to select two geo-political zones in Nigeria. Respondents were randomly selected from 22 markets across 11 states from the southeastern and southwestern parts of Nigeria. Four-in one self-designed questionnaire titled: information needs and seeking behaviour inventories (INSBI), information sources question (ISQ), information use question (ISQ), and socio-economic empowerment inventories (INSBI) was used to elicit information from the respondents. In order to ascertain context appropriateness of the instrument, questionnaire was pilot tested using Alade Market, Ikeja, Lagos State, Nigeria as sample which was not part of sample for the main study.

The main objectives of this study was to evaluate the relationship among information behaviour in terms of information needs, information seeking behaviour and information

use and socio-economic empowerment' of textile market women in Nigeria. The specific objectives were:

- i. Establishment of the extent to which Nigerian textile market women recognize their information needs;
- ii. Identification of the information-seeking behavior of textile market women in Nigeria;
- iii. Identifying the information sources being used by textile women in Nigeria;
- iv. Establishment of the extent to which textile market women in Nigeria use identified sources of information;
- v. Determination of the level of socio-economic empowerment of the textile market women in Nigeria;
- vi. Ascertaining the influence of information behaviour on the socio-economic empowerment of textile market in Nigeria;
- vii. Find out the composite influence of information needs, information seeking, sources, and use of the socio-economic empowerment of textile market women in Nigeria;
- viii. Identifying the challenges confronting textile market women in their search for information; and
- ix. Suggesting strategies for improving textile market women information behaviour in Nigeria.

Nine research questions were derived from the objectives and four hypotheses were also formulated to guide the study. Copies of a four-in-one questionnaire consisting ten pages were administered on textile market women in 21 major textile markets across two geo-political zones in Nigeria. To ensure validity of the instrument, it was given to the

researcher's supervisor and other experts in the field for vetting to determine the adequacy and appropriateness of the items included in the instrument. Because the constructs of the study varied, variables were validated differently. For "information needs and seeking behaviour", the Guttman Split-half technique was used to test it, and the reliability coefficient value obtained was 0.71. The same Guttman Split-half technique was used to test for "socio-economic" empowerment *of* textile market women" and the reliability coefficient was 0.71. Cronbach alpha was used to test for "information sources" and 0.89 was obtained as the reliability coefficient value. Lastly, "information use" variable was also tested. Cronbach alpha obtained was 0.95. The analysis revealed the following major findings:

1. Majority of textile market women in Nigeria had information needs, and these needs were adequately recognised by them.
2. They often seek information about their business and other life related issues.
3. Also, they make use of oral source of information more than any other sources of information. Business owners prefer information generated by informal sources because it tends to be in closest proximity, it is more trusted and it is applicable to their existing knowledge base.
4. Overall, textile market women make regular use of information sources in meeting their information needs.
5. Furthermore, Nigerian textile women have low socio-economic status, because they have limited access to information, financial support and no control of property owing to legal, cultural and other structural barriers.
6. Gender bias, culture, lack of adequate skills, attitude, and lack of awareness are the major challenges facing textile market women in Nigeria.

7. Adequate training for textile market women and making information relating to their experiences public are largely major strategies that can be used to improve the information behaviour of these women.
8. Information-seeking, information sources, and information needs are the information behaviours that influenced Nigerian textile market women's socio-economic empowerment.
9. There is a joint relationship between textile market women's information behaviours and their socio-economic empowerment. These information behaviours accounted for 23% of the total variance in the women's socio-economic empowerment and this composite influence is statistically significant.
10. There is a significant positive relationship between identification of information needs and socio-economic empowerment of textile market women in Nigeria.
11. There is a significant positive relationship between information-seeking and socioeconomic empowerment of textile market women in Nigeria.
12. There is a positive relationship between information use and socio-economic empowerment of textile market women in Nigeria, and
13. Finally, there is no significant relationship between challenges and information behaviour and socio-economic empowerment of textile market women in Nigeria.

5.2 Conclusion

Women can be described as indispensable group in the development of any nation. Apart from their numerical strength as projected by the Nigeria Census Statistics of 1999 and 2006, women in Nigeria, in general have great potentials necessary to evolve a new economic order to accelerate social, economic, and political development and consequently transform the society into a better one. These can happen if women are

exposed to adequate and timely information. Also, they should have access to information, as information is the key to global development and it is an integral part of all forms of developmental activities. Worldwide, many women are entrepreneurs, which emerge from an individual's creative spirit into long-term business ownership, job creation and economic security. As such, an adequate understanding of the information behaviour of the market women is crucial in planning and programming that address their socio-economic well being in the areas of commitment, integrity, entrepreneurial development, capacity building and innovation.

Information studies offer tremendous opportunities for women across the world by opening doors to greater self-sufficiency, self-esteem, education and growth to the Nigerian textile women who are intellectually sensitive to recognise their information needs, which cover many areas that have direct and indirect impact on their business. These include market related information, information on cooperative society, loans and credit facilities, manufacturer information and governmental policies among others. Also, they are knowledgeable enough to search for sources of information to address such and translate them into use in decision making toward profitability, capacity building and innovation in business world.

Additionally, the information behaviour of Nigerian textile market women in terms of needs, seeking, sources, and use have significant influence on their socio-economic empowerment. The study has foregrounded the various sources from where women generally, and Nigerian textile market women in particular, could draw relevant information to meet their information needs. Furthermore, information empowerment informs the Nigerian textile market women to become innovative, dynamic and creative

in their entrepreneurial activities which invariably would bring about self sustainability and societal development.

Finally, women empowerment is an indispensable tool for advancing development and reducing poverty. It should be noted that women empowerment cannot be only left in the hands of government alone, Non-governmental organizations, all stakeholders, most especially, the private sectors should all come onboard to make real mark in the field of corporate social responsibility (CSR) which will complement government efforts.

5.3 Implications of the Study

The main findings of the study have produced the following positive implications for information patterns of Nigerian textile market women. Their identification, awareness, accessibility and use of various information abound in their environment which correlates to their socio-economic status towards profitability, accountability, capacity building and innovation. These implications are:

- Economic planners in Nigeria are giving little or no attention to the information behaviour of the women in the informal sector of the economy and this is having serious implications on the economy output of the nation. An understanding of the information behaviour of the textile market women would enable the economy planners to plan and design provision. of information system and services that are relevant and adequate to the information needs of the textile market women.
- Furthermore, the results of the research would aid libraries and information centres, and information professionals in the acquisition and provision of access to information products and services that are relevant to the needs of the textile market women. The study has revealed the need for government and its agencies

to come up with policy document on the provision of information sources and systems for the use of the textile market women.

- Information policy is a critical resource in ensuring effectiveness in the use of information among individuals; therefore, this study has revealed the need for government and its agencies to come up with policy document on the provision of information sources and systems for the use of the textile market women.
- Access to relevant information sources by textile market women would lead to improvement in their socio-economic level. Difficulty in accessing information system and sources has been identified as a major constraint to obtaining information by the textile market women in Nigeria; therefore, finding solution to this would help a lot.
- Textile market women's use of other sources, apart from oral sources, would improve their socio-economic level in the society. The results of the study revealed an average of the use of other sources of information that are critical to having access to more relevant and up-to-date information.

Women's access to timely, accurate information available in their environments will lead to awareness, capacity building, participation and positive attitude toward development.

- Empowering women through education is regarded as a key part of strategies to improve individuals' well-being and socio-economic and social development as have been emphasized by a number of international conventions.
- Information through technology will help in bridging the gaps between the information haves and the have not. This will be a major step towards poverty reduction.

- Credit facility to women without collateral will encourage development and capacity building which can support the process of women's empowerment and potentially contribute towards a more sustainable society.

5.4 Recommendations

Based on the findings, the researcher makes the following recommendations:

1. To meet the information needs of textile market women, relevant information should be prepared in need based comprehensible formats in the local languages to reach the unreached. In this age of information technology, there is need to utilize audio and video facilities to reach the illiterate women who are otherwise competent and worthy in their own fields of activities.
2. Information professionals should endeavour to document vital and relevant information and as well manage it in order to make it available for future use. This will not only meet the business needs of this group of people, but also their general needs.
3. Other sources of information apart from oral sources should be made available and accessible for use by textile market women. In other words, they should be encouraged to utilize print and electronic sources of information.
4. Government agencies in collaboration with the various market women associations should provide information centers where individuals can access current and business related information that can enhance their productivity vis a vis socio economic empowerment.
5. Challenges and obstacles facing the market women should be turned into legitimate policy papers. Advocates using public forum media should target and

put pressures upon legislators to change laws that are discriminatory to women entrepreneurs.

6. There should be joint effort by local government authorities, non governmental bodies and market women associations in organizing trainings for market women through which information relating to their businesses and social life will be discussed. This can be used to improve the information behaviour of these women as new members will be well trained and have reasonable background information before starting their business while old members will also be informed on how to improve their business.
7. Stakeholders (information professionals, NGO's, market women associations, government) should come together to provide information centres within the reach of market women. This will enhance regular access to needed information on regular basis.
8. Government and other stakeholders should intensify efforts at setting up women friendly micro finance outfits and medium-size enterprises in both formal and informal sectors as way to sustain the socio-economic development of women.
9. Leadership tussles in most markets across Nigeria constitute a security risk that warrants government attention and interventions. In recent past, this has led to breaking down of peace and order among market communities which on many occasions have resulted in loss of lives and properties. Adequate security measures should be put in place in terms of stationing security personnel in major markets in Nigeria.
10. Fire outbreaks are frequent occurrence in major markets across Nigeria. Government should equip fire fighters with functional facilities with which to combat such situations. Besides, they should be encouraged to rise to the occasion

before the situation gets out of hand. Market women and men should also be taught on how to use fire extinguishers whenever the need arises, and should be mandated to have fire extinguishers in their various stalls.

11. Ancient market stalls should be rebuilt to meet modern market standard with necessary amenities that will aid conveniences within the markets.

12. Stakeholders should develop a strategy of organizing workshops, seminars, training and retraining for market women. Trade Fair shows should be organised where marketers and manufacturers can come together to display their wares and product, rub minds together on areas affecting productivities and performances.

5.5 Contribution of the Study to Knowledge

This study established that socio economic empowerment level of textile market women in Nigeria is very low, and this is borne out of lack of access to relevant information. This is the major contribution of this study to knowledge. Also, this study revealed that textile market women have difficulty in accessing and using information sources at their disposal. Most of the time, they prefer and make use of oral sources of information in meeting their information needs than print and electronic sources. Lastly, this study established that information needs, information sources, and information seeking behavior of textile market women in Nigeria are major factors that can influence their socio economic level positively.

5.6 Suggestions for further Study

This study has investigated information behaviour of textile market women in Nigeria. It looked into how a variable of information behaviour such as, information needs, information seeking, and information use affected the socio-economic empowerment of women dealing in textile trading. The result of the study revealed that independent

variables listed above were central and relevant in determining the level of socio-economic status of textile market women in Nigeria. While this outcome may not be exhaustive, it has opened up some grey areas for further research. We therefore suggest that further research should be carried out in these areas:

1. Demographic variables, information access and information sources as predictors of information use and socio-economic empowerment of textile market women in Nigeria.
2. Influence of information literacy skills, information sources, and information use on socio-economic empowerment of textile market women in Nigeria.
3. Information needs and information sources as predictors of decisional roles of women in Nigeria.
4. Attitudes about sexuality during pregnancy and information needs of pregnant women in Nigerian textile market.
5. Micro finance and women's empowerment in Nigeria textile market: a socio-economic approach.
6. Gender-oriented study of the information pattern and policy of market women in global economy.

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APPENDIX: QUESTIONNAIRE

Department of Information Resources Management Babcock University

Dear Respondent,

This questionnaire is aimed at gathering data on Information seeking behaviour and Socio-economic empowerment of textile market women in Nigeria. Kindly respond to the items as honestly as you can, as your responses will be treated with utmost confidence.

Section A: Demographic information of Respondents

1. Name of market: _____
2. Presently your age is around

| | |
|--------------------|--------------------------|
| Less than 20 years | <input type="checkbox"/> |
| 21 - 30 years | <input type="checkbox"/> |
| 31 - 40 years | <input type="checkbox"/> |
| 41 - 50 years | <input type="checkbox"/> |
| 50 years and above | <input type="checkbox"/> |
3. What is your marital status?

| | |
|-----------|--------------------------|
| Single | <input type="checkbox"/> |
| Married | <input type="checkbox"/> |
| Separated | <input type="checkbox"/> |
| Widow | <input type="checkbox"/> |
4. Which of these education levels do you compete?

| | |
|--------------------------|--------------------------|
| No formal education | <input type="checkbox"/> |
| Adult education | <input type="checkbox"/> |
| Primary education | <input type="checkbox"/> |
| Secondary education | <input type="checkbox"/> |
| Post-Secondary education | <input type="checkbox"/> |

5. Income level:
- Less than N500 0 per month
 - N5001 – N10000 per month
 - N10001- N20000 per month
 - N2001 - N30000 per month
 - Above N30000 per month
6. Which of this type of trading are you doing? (You can tick more than one options)
- a. Wholesale
 - b. Retail
 - c. Sub-retail
7. Since when have you been selling textile materials?
- Less than 1 years
 - 1 - 5 years
 - 6 - 10 years
 - 11 - 15 years
 - 15 - 20 years
 - 21 years and above

Section B: Information Needs and seeking behaviour

8. **In which of these areas do you need information? (Tick as many options as appropriate)**
- 1. Market related information
 - 2. Goods related information
 - 3. Information on financial matters
 - 4. Information on cooperative societies
 - 5. Information on schools and education
 - 6. Information on government policies
 - 7. Information on local events e.g. festivals

 - 8. Information on social amenities

- 9. Information on marketing of products
- 10. Information on current affairs
- 11. Information on loans/ credit facilities
- 12. Information on scholarship for children
- 13. Information on politics & political parties
- 14. Information on religious activities
- 15. Information on home making

- 16. Information on other business
- 17. Information on competitors in the market.
- 18. Information on Supplier of good

SECTION C: INFORMATION SEEKING

9. How often do you seek for the information on the areas listed below?

| Variables | Never | Occasionally | Fortnightly | On a daily Basis |
|---|--------------|---------------------|--------------------|-------------------------|
| 1. Market related information | | | | |
| 2. Goods related information | | | | |
| 3. Information on financial matters | | | | |
| 4. Information on cooperative societies | | | | |
| 5. Information on schools and education | | | | |
| 6. Information on government policies | | | | |
| 7. Information on local events e.g. festivals | | | | |
| 8. Information on financial matters | | | | |
| 9. Information on cooperative societies | | | | |
| 10. Information on schools and education | | | | |
| 11. Information on government policies | | | | |
| 12. Information on local events e.g. festivals | | | | |
| 13. Information on social events | | | | |
| 14. Information on marketing of products | | | | |
| 15. Information on current affairs | | | | |
| 16. Information on loans/credit facilities | | | | |
| 17. Information on scholarship for children | | | | |
| 18. Information on politics and political parties | | | | |
| 19. Information on religious activities | | | | |

INFORMATION SOURCES INVENTORY

10. SECTION A: INFORMATION SOURCES

| S/N | Statement | From | Jingle | News | Newspaper | Internet | Traveling |
|-----|--|----------|--------|------|-----------|----------|-----------|
| | | some one | | | /magazine | | |
| 1. | Information about when to buy goods | | | | | | |
| 2. | Information about when to sell goods | | | | | | |
| 3. | Information about association meetings/doings | | | | | | |
| 4. | Information about social amenities | | | | | | |
| 5. | Information about cooperative societies. | | | | | | |
| 6. | Information on loans/credits facilities | | | | | | |
| 7. | Information about market security. | | | | | | |
| 8. | Information about competitors in the market. | | | | | | |
| 9. | Goods related information | | | | | | |
| 10. | Information on current affairs. | | | | | | |
| 11. | Information on home making. | | | | | | |
| 12. | Information on scholarship for children. | | | | | | |
| 13. | Information on supplier of goods | | | | | | |
| 14. | Information on other business | | | | | | |
| 15. | Information on politics and political parties. | | | | | | |

Kindly list as many other sources of information you do make use of?

- i.
- ii.
- iii.
- iv.
- v.

11. Please rank information areas listed below on order of priority

| Statements | Low Priority | Average Priority | High Priority |
|--|---------------------|-------------------------|----------------------|
| 1.Market related information | | | |
| 2.Goods related information | | | |
| 3.Information on financial matters | | | |
| 4.Information on cooperative societies | | | |
| 5.Information on schools and education | | | |
| 6.Information on government policies | | | |
| 7.Information on local events e.g. festivals | | | |
| 8.Information on social events | | | |
| 9 .Information on marketing of products | | | |
| L0.Information on current affairs | | | |
| I1.Information on loans/credit facilities | | | |
| 12.Information on scholarship for children | | | |
| 13:Information on politics and political Parties | | | |
| 14.Information on religious activities | | | |
| 15.Information on home making | | | |
| 16.Information on other business | | | |

| | | | |
|--|--|--|--|
| 17. Information on competitors in the Market | | | |
| 18. Information on supplier of goods. | | | |

SECTION A: INFORMATION USE QUESTIONNAIRE

1. What sources of information (formal and Informal) do you use in your search for information? Indicate how often you make use of the sources.

| Formal Sources | | | Never | Annually | Monthly | Weekly | Daily |
|---|------------|--------------|-------|----------|---------|--------|-------|
| 1. Books | | | | | | | |
| 2. Library | | | | | | | |
| 3. Data sheet /books | | | | | | | |
| 4. Workshop/conference/ seminars proceedings | | | | | | | |
| 5. Market women association | | | | | | | |
| 6. Internet / internet sources as Audio/video CD -Rom/DVD | | | | | | | |
| 7. NGOs | | | | | | | |
| 8. Information data from fashion magazines e.g. Ovation | | | | | | | |
| 9. Leaflets & Folders | | | | | | | |
| Informal sources | | | | | | | |
| 10. Face-to-face with colleagues | discussion | conversation | | | | | |
| 11. Meetings/seminar/conferences | | | | | | | |
| 12. Previous knowledge | | | | | | | |
| 13. Private correspondences | | | | | | | |
| 14. Discussion with information professional | | | | | | | |
| 15. Discussion with a knowledgeable person in the trade | | | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 16.Discussion with other textile traders | | | | | |
| 17 .Discussion with other market women | | | | | |
| 18.Discussion with family members | | | | | |
| 19.Conversation with clients /customers | | | | | |

Section B: Please rank the Information sources on their degree of importance to you.

| Formal Sources | | | | Not Important | Somewhat important | Very important |
|--|------------|----------------|------|----------------------|---------------------------|-----------------------|
| 1.Books | | | | | | |
| 2.Libraty | | | | | | |
| 3.Data sheet/books | | | | | | |
| 4. Workshop/conference/seminars proceedings | | | | | | |
| 5.Market women association | | | | | | |
| 6.Internet / internet sources | | | | | | |
| 7. Audio/vi deo CD –Rom/DVD | | | | | | |
| 8. Fashion magazines e.g. Ovation | | | | | | |
| 9 .Leaflets & Folders | | | | | | |
| Informal sources | | | | | | |
| 10.Face-to-face | discussion | con versati on | with | | | |
| colleagues | | | | | | |
| 11.Meetings/seminar/conferences | | | | | | |
| 12.Previous knowledge | | | | | | |
| 13 .Pri vate correspondences | | | | | | |
| 14.Discussion with information professional | | | | | | |
| 15.Discussion with a knowledgeable person in the | | | | | | |
| trade | | | | | | |
| 16.Discussion with other textile traders | | | | | | |

| | | | | |
|--|--|--|--|--|
| 17. Other market women family members | | | | |
| 18. Conversation with clients/ customers | | | | |

Section A: Socio-Economic Empowerment Questionnaire

1. Do you own a shop?

If yes, how many _____

2. Do you have any shop(s) that you lend out to others?

a. Yes b. No

3. Averagely how much did you get for rent of your shops

Per annum _____

4. Which of the following do you own? How many?

Personal car

DSTV or equipment

Business truck

Shop for rent

Houses/Lands

Other business

5. From where do you buy your textile material?

Retailer

Whole seller

Manufacturer

Others (please specify) _____

6. Do you travel to buy directly from foreign manufacturer? Yes No

7. Do you have a personal office? Yes No

8. How many of these people are working for you?

Staff () Apprentice ()

9. My business is based on personal saving () Loan () Cash gifts ()
10. If you take loan from where? Relative () Cooperative () Bank ()
Government ()

SECTION B

1. To what extent do you influence decisions about issues stated below?

| Socio-economic issues | No Inf | Little | Moderate | High |
|--|--------|--------|----------|------|
| 1.What food to buy or prepare for the family meals | | | | |
| 2.Whether to purchase major goods for the household | | | | |
| 3.Whether you should work outside the home | | | | |
| 4.Numbers of children to have | | | | |
| 5.Contribution in market association | | | | |
| 6.Policies, rules, regulations in the market association | | | | |
| 7 .Ceremonies /occasions to attend with friends | | | | |
| 8.How to settle conflicts among friends | | | | |
| 9. When to stock your shop | | | | |
| 10.When and how to get loans or make money | | | | |

SECTION C

Please rate the following statements on socio-economic empowerment indicators using the scale of: STRONGL Y AGREED, AGREED, STRONGLY DISAGREED, DISAGREED, INDIFFERENT

| S/N | STATEMENT | SA | A | SD | D | I |
|-----|--|----|---|----|---|---|
| 1 | Market women participate in community development related issues. | | | | | |
| 2 | Market women are among the caretaker committees of their communities. | | | | | |
| 3 | Market women serve as religious, community and political leaders. | | | | | |
| 4 | Contributions of women towards provision of social amenities in their communities accord them a facelift | | | | | |
| 5 | Most women are able to involve in many NODs across the world. | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 6 | Market Women Associations are giving scholarships to indigents' students in the communities | | | | | |
| 7 | Women are mover of economy and have contributed greatly to the ODP of nations. | | | | | |
| 8 | Most market women have become self employers of labour through business center operations, rentals services, event managements, catering services, etc. | | | | | |
| 9 | Most women are able to pay school fees of their children. | | | | | |
| 10 | Most women have become the breadwinners of their homes | | | | | |
| 11 | Market women are able to operate and control their savings and incomes | | | | | |
| 12 | Cooperative Societies organised by market women are allow members to obtain sort loan for their businesses. | | | | | |
| 13 | Most market women are erecting houses and shops for commercial purposes. | | | | | |
| 14 | Most market women own their personal houses and shops | | | | | |
| 15 | Many market women are operating shop outlets in various markets. | | | | | |
| 16 | Market Associations where women are members are donating toward educational developments in their areas. | | | | | |

SECTION D

Please indicate your opinion on why you choose to sell in the market (You can tick more than one option).

Closeness to residence

Availability of good stalls/shops to stay in

Easy transportation to and from market

Neatness of the market

Availability of infrastructural facilities

Easy access to source of supply of good

Security of the market

SECTION E

1. Challenges that confront the textile market women while seeking information

1. Gender
2. Lack of Awareness
3. Culture
4. Economic Status
5. Lack of Skills
6. Illiteracy
7. Attitude

SECTION F

Kindly suggest possible solutions to challenges facing textile market women in information seeking behaviour

- i. -----
- ii. -----
- iii. -----
- iv. -----
- v. -----

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