

**ACCESS AND USE OF INFORMATION AMONG SURVIVING
MICRO AND SMALL SCALE ENTREPRENEURS IN SABON
GARI LOCAL GOVERNMENT AREA, ZARIA, KADUNA STATE,
NIGERIA**

BY

OKANLAWON, CECILIA ESOTU (MRS)

**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE
FACULTY OF EDUCATION
AHMADU BELLO UNIVERSITY, ZARIA
NIGERIA**

OCTOBER, 2019

**ACCESS AND USE OF INFORMATION AMONG SURVIVING
MICRO AND SMALL SCALE ENTREPRENEURS IN SABON
GARI LOCAL GOVERNMENT AREA, ZARIA, KADUNA STATE,
NIGERIA**

BY

OKANLAWON, CECILIA ESOTU (MRS)

Ph.D/EDUC/P16EDLS9004

**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE
STUDIES, AHMADU BELLO UNIVERSITY, ZARIA**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF DOCTOR OF PHILOSOPHY IN LIBRARY
AND INFORMATION SCIENCE**

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

FACULTY OF EDUCATION

AHMADU BELLO UNIVERSITY, ZARIA

NIGERIA

OCTOBER, 2019

DECLARATION

I hereby declare the originality of this work carried out by me in the Department of Library and Information Science, Faculty of Education, Ahmadu Bello University, Zaria.

The works of other investigators are duly acknowledged and referred to in this write-up. No part of this thesis has previously been submitted for a degree or diploma at this University or any other institutions.

Okanlawon, C.E

Signature

Date

CERTIFICATION

This thesis titled: Access and Use of Information Among Surviving Micro and Small Scale Enterprises in Sabon Gari Local Government Area, Zaria, Kaduna State, Nigeria by Okanlawon, Cecilia Esotu (Mrs) meets the regulations governing the award of the degree of Doctor of Philosophy in Library and Information Science, Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

Dr. Abdullahi I. Musa	_____	_____
Chairman, Supervisory Committee	Signature	Date

Prof. Daudu, H.M.	_____	_____
Member, Supervisory Committee	Signature	Date

Prof. Karwai, S.	_____	_____
Member, Supervisory Committee	Signature	Date

Dr. Habibu Mohammed	_____	_____
Head of Department	Signature	Date

Prof. S.A Abdullahi	_____	_____
Dean, School of Postgraduate Studies	Signature	Date

DEDICATION

To my beloved late husband Mr. Olukayode Okanlawon of blessed memory.
To my very dear children – Akinjide and his family, Olubunmi and her family,
Oladele and his family and Tolutope and her family. My beloved sister Kate and my
dear brother Michael.

ACKNOWLEDGEMENT

I give my Almighty God the praise, glory, honour and adoration who gave me the knowledge, strength and understanding in making this work a success. He also encouraged me in His word Zechariah Chapter 4 Vs 9a that says “The hands of Zerubbabel have laid the foundation of this house; his hands shall also finish it. I thank God that I started this work and I have completed it in Jesus name Amen.

My indebtedness goes to my supervisory team Dr. Abdullahi Musa, Prof H.M. Daudu and Prof Karwai S. for their untiring efforts, encouragement, guidance and constructive criticisms which contributed to making this write – up a success. The Chairman, Supervisory Committee, Dr. Abdullahi Musa, who mentored me by teaching me how to be a scholar, who gave me confidence even though at times I get frustrated, Dr. Abdullahi you made me what I am academically. You always called to put me through and to encourage me. God will keep you and grant you long life to enjoy the fruit of your labour. Amen.

I appreciate Professor Mrs H.M. Daudu, who is always there to read the work and make necessary corrections. Thank you for your encouragement and the lovely sentence you always made “Don’t worry you will finish” God bless you in Jesus name. My appreciation goes also to Prof. S. Karwai who was always there to go through my work and encouragement. He gave me an open door to his home making his family to be familiar with me. Please continue in this gesture. The Lord will grant you long life Sir.

I sincerely thank Prof. I.I. Ekoja who was once part of my supervisory team. Thank you for your love and encouragement. You always read my work without delay. The Lord will meet your needs according to his riches in glory by Christ Jesus

Amen. Also Prof. M. Zakkari for his concern and encouragement towards this work thank you. I appreciate you Sir. I also appreciate Dr Mrs F.M. Mohammed for her concern, care and love for me and the work. My appreciation also goes to Professor T. Abubakar. I appreciate Prof. R. Bako for his contribution and encouragement. Every desire of your heart, the Lord will bring it to pass.

I sincerely appreciate my “Son” Dr. M.M. Hayatu who was always there to read and make necessary corrections and input. Thank God for the wife and children who always welcomed me anytime to the house, with songs and dancing. God will continue to show you and your family mercy, love and upliftment by Gods grace Amen. Mr. S.O. Adewole and his wife as I always call him, my late husband’s friend, I appreciate you immensely. He was always there to make necessary input and encourage me. The Lord will always shield you and your family in Jesus name. To my beloved friends Mrs. R.B. Lasisi and Mrs. F. Olatunji for their prayers and encouragement, I celebrate you. Every desire of your heart the Lord will bring them to pass in Jesus name Amen, also my appreciation goes to Mrs. J. Oiza who has made an input in this work may the good Lord bless you in Jesus name and Mr. M. Musiliu who assisted me in interviewing the entrepreneurs.

My profound thanks also go to my former staff in the Public Library, Veterinary Medical Library and presently in the Division of Agriculture College Library. Mrs. P.B.T. Ikymbe, Mrs.E. Toye, Mr. P.A. Ojo, Mrs. A.O. Adedokun, Mrs. D. Oshagbemi, Mr M. Yusuf my Driver, Mrs. H. Hadiza, Mrs C. Bello, Mr. A Jerry, Miss P. Daniel, Miss G. Barriet, Mr Y. Madaki, Mr I. Yahaya, and a host of others who assisted and encouraged me in the course of this thesis

I would also wish to extend my profound gratitude to my beloved children and brothers and sisters. Engr. Akinjide Okanlawon and family, Bar. O. Ogunlela and family, Mr. O. Okanlawon and family, Mrs T. Tolutope and family, my beloved sister

Miss K. Avbarefe, Mrs. E. Osademe and family, Mrs. M. Isokpeyin and family and my lovely brother, M. Avbarefe who all called me “Dr. Mummy” by faith and by God’s grace it has come to fulfillment.

TABLE OF CONTENTS

Declaration	iii
Certification.....	iv
Dedication	v
Acknowledgement.....	vi
Table Of Contents.....	ix
Abbreviation.....	xii
Abstract	xiii
CHAPTER ONE	
INTRODUCTION	
1.1 Background to the Study	1
1.2 Statement of the Problem	9
1.3 Research Questions	10
1.4 Objectives of the Study	10
1.5 Significance of the Study.....	11
1.6 Scope of the Study.....	11
1.7 Operational Definition of Terms	12
References.....	11
CHAPTER TWO	
REVIEW OF RELATED LITERATURE	
2.1 Introduction.....	16
2.2 Research Paradigm	16
2.3 Task Complexity and Information Seeking.....	20
2.4 Work Tasks and Human Information Seeking Behaviour.....	23
2.5 Context In Human Information Behaviour.....	25
2.6 Tasks In Information Science	29
2.7 Theoretical Framework	31

2.8	Previous Studies that Used Theory of Information Activities in Work Tasks	33
2.9	Information Seeking Behaviour of Micro and Small Scale Enterprises	36
2.10	Summary of The Review	46
	References.....	47

CHAPTER THREE

RESEARCH METHODOLOGY

3.1	Introduction.....	51
3.2	Research Method Adopted	5451
3.3	Population of the Study	51
3.4	Sample Size and Sampling Technique	52
3.5	Instrument for Data Collection.....	55
3.6	Procedure for Data Collection	56
3.7	Procedure for Data Analysis.....	56
3.8	Trustworthiness/ Rigor	58
	References.....	61

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1	Introduction	64
4.2	Data Analysis.....	64
4.3	Discussion of Findings	84
	References	94

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	9796
5.2	Summary of the Study	96
5.3.	Summary of the Major Findings.....	97
5.4	Limitations of the Study	98

5.5	Contribution to Knowledge	98
5.6	Conclusion.....	1009
5.7	Recommendations	100
	Bibliography.....	102
	Appendix I: Addresses of Entrepreneurs.....	111
	Appendix II: Illustrative quotes for each sub-categories as regards products with high turnover	113
	Appendix III: Consent form for participants in the study	118
	Appendix IV: Interview guide.....	119
	Appendix v	

LIST OF ABBREVIATION

MSSEs - Micro Small Scale Entrepreneurs

ABSTRACT

The study examined how Micro and Small Scale entrepreneurs in Sabon Gari Local Government Area, Kaduna State access and use information for their businesses. It was discovered from the literature that many MSSEs collapsed within 5 years of establishment due to variety of factors including inadequate incentives, poor personal traits and poor manpower management. Five research questions were developed which are: What products generate high turnover for entrepreneurs in Sabon Gari Local Government Area? How do surviving MSSEs access information on products with high turnover in Sabon Gari Local Government Area? How do MSSEs use information in Sabon Gari Local Government Area? What are the sources of information available to MSSEs in Sabon Gari Local Government Area. How does the theory of information activities in work task by Bystrom 1999 explain how entrepreneurs access and use information in Sabon Gari Local Government Area? A qualitative research method using a case study research design was used to gain indepth understanding on how MSSEs access and use information. Data was collected through semi-structured interview. Purposive sampling technique was used to select participants for the study. The findings were that entrepreneurs identify products that generate high turnover in Sabon Gari Local Government Area. MSSEs access information on products with high turnover in Sabon Gari Local Government Area. MSSEs use information on products with high turnover in Sabon Gari Local Government Area and MSSEs identified the sources of information available on products with high turnover. Subsequently libraries should collaborate with entrepreneurs to give talk and answer questions on businesses.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Micro and Small Scale Enterprises are defined as any business activities/enterprises engaged in industry, agric-business services. It can be single proprietorship, cooperative, partnership, or cooperation whose total asset inclusive of funds arising from loans, but exclusive of the land on which the particular business entities offices, plant and equipment are situated. Fatai (2011), Fasua (2006) categorized businesses that fall under small and medium; as in small scale enterprise, fire wood supply, packaging of food items, meat retailing, planting production, restaurant services, small scale poultry raising, rabbit raising, organizing labour squad, operating nursery for children, home services, arranging food for parties, aqua culture/fish farming, block production, farm production, and host of others.

The National Council on Industry (2001) defined:

1. Micro Enterprises as any enterprise employing between one to nine people and having a capital base from one naira to five million excluding cost of land.
2. Small enterprise are those that employ between 10 to 49 employees and having a capital base from 1.5 Million Naira to 50 million excluding cost of land

In Nigeria, governments formulate policies aimed at facilitating and empowering the growth and development of the Micro and Small scale enterprises due to their contribution to the Nigeria economy like alleviating poverty, employment generation, enhance human development, and improve social welfare of

the people. The only way to reduce poverty in a sustainable way is to promote economic growth, via the creation of employment and wealth. In some countries micro and small scale enterprise are the center source of income, a breeding ground for entrepreneurs and a provider of employment (UNI DO Report, 2003).

In Kaduna metropolis there was a rapid industrial growth in the 1970s and 1980s with over 50 vibrant manufacturing plants and factories spread across the metropolis (Femi, 2009). The growth was largely to stable and favourable economic policies, stable power supply, high control of imports, availability of fuel due to location of a refinery in Kaduna and to some extent, low interest rate on borrowing from banks (Femi,2009).

However just like other manufacturing centers across the country, Kaduna metropolis has since descended into industrial abyss. The “red flag” was raised in 1990 when Nortex Nigeria limited folded up. It then became a routine beginning from 1993 that every two or more textile mills packed up in Kaduna metropolis. Arewa Textiles, fintex limited and northern textile limited, techno plastic limited, enjoy sanitary pad and Kaduna machine works ceased to exist due to high cost of production, ageing technology, demand threatened by dumping of second hand and cheaper materials in the market, inadequate supply of raw materials, policy inconsistency and infrastructural deficiency (UNID, 2002) the rapid de-industrialization in Kaduna metropolis is due to the various problems faced by manufacturing industries in the country.

Micro and Small Scale Enterprises (MSSEs) play vital role in the economic development of Kaduna state and Nigeria as a whole and are known to be the main engine of economic growth and a key factor in promoting private sector development

and partnership. MSSE are generally responsible for the availability of goods and services, credits, motivating entrepreneurial spirit and repairs of second handed products. They create employment and a high standard of living, provide competition and fill needs of society and other firms. Obitayo (1991) has expanded these roles to include:

- a) Aiding in the development of local technology.
- b) Providing effective way of stimulating indigenous entrepreneurship.
- c) Mobilization and utilization of domestic savings.
- d) Ensuring a structural balance in terms of large and small scale industrial sector, as well as urban Areas.
- e) Ensuring the supply of high quality parts and components, and intermediate products, thereby strengthening the international competitiveness of manufactured foods.
- f) Producing specialized items in small quantity to meet current and diverse demands.
- g) Mitigating rural-urban migration (Obitayo, 1991).

They contribute to employment of the teeming unemployed youths and also strengthen the manufacturing sector of the economy. Despite the benevolence of government in certain unique opportunities, the growth rate of Micro and Small Scale Enterprise has been slow and failure rate is quite high. Seventy-five percent of Micro and Small Scale Entrepreneurs (MSSEs) established in Nigeria collapse. (Eneh 2010, Nzelibe 1996). Many MSSEs collapsed within the first five years of establishment. In Sabon-gari for example, 850 MSSEs registered between 2006 – 2016 with only 163 survived. This represents 19.1%. Many of the collapsed MSSEs started off well but

went under. Such MSSEs include Kays Bookshop, Hashims Brothers, Harmony Fancy Stores, Mandillas Motors, Yemi Bookshop, Leventis Super Market, Kowa Stores, Alafia Food Restaurant and Famek Pharmacy.

The collapse of MSSEs is due to variety of factors, which include inadequate incentives, poor personal traits, destructive personal attributes of underdeveloped human resources, poor manpower management (Eneh, 2010; Nzelibe, 1996). The consequences of this situation are that potential entrepreneurs fear to go into business ventures. In fact, 90% of prospective entrepreneurs are discouraged from venturing into business (Eneh, 2010).

To encourage potential entrepreneurs to venture into business, a number of survival strategies were recommended (Onyenekenwa (2010) these include training, using local technology, practicing marketing approach, access to capital, setting realistic goals, implementing financial management techniques, good business location for easy access. In spite of these recommendations, the problem of MSSEs failure still persists (Onyenekenwa, 2010; Onugu, 2005; Lussier, 1996). Therefore, to reduce the collapse of MSSEs, there is the need to examine how MSSEs that survived access and use information for their survival.

Information is vital for the survival of MSSEs. They need to have access and use of information to enhance productivity and to facilitate market access. The establishment of an active MSSEs sector and the effective utilization of quality business information have been identified as crucial in attaining long-term and sustainable economic growth for developed and developing countries alike (Namani, 2009). However, in most developing countries, the MSSEs sectors suffer from needed information and for them to survive. They need access to information and to utilize the information.

Information Access

Information access is the ability to identify, obtain and make use of data or information effectively (Fahay, 2003). It is the relationship that exists when users access information (Burkan 2012, Moholt 1988). Information access has several components which include (1) identification of access (2) availability (3) understanding and acceptability (Thompson and Afzal, 2011). An important component of information access in the 21st Century is technology. Presently information is accessible in the present technological dispensation. Therefore, MSSEs must know how to use technology to enable them access and use information.

Physical Information Access: is the ability to touch, feel, access information. In other words, within the infrastructure, information and communication technologies (ICTs) are deemed sufficient to ensure information access. (United Nations International Telecommunication Union, 2011).

Intellectual Information Access: Refers to the individual cognitive abilities. This aids comprehension of information and able to connect to prior experiences. Intellectual access to information is enhanced with technological skills (Burnet et al, 2008). For example, the use of computers and Information Communication Technologies (ICTs).

Socio-cultural Information Access: Understanding socio-cultural access to information includes how interpersonal networks and relationships affect information and communication flow; for example, through person-to-person contacts (Marcoux et al, 2004, Herberge, 2002, Jaeger and Thompson, 2004). From these writers'

perspective, information access can be summarized as a key or tool to enhance knowledge and this knowledge can be used for the survival of MSSEs.

Information Use

From the user or cognitive perspective, information use is the modification of the user's knowledge structure. It is a seeking behaviour that leads to the utilization of information in order to meet an individual need (Burnett, 2008). It is also the construction of new knowledge and new meaning, the transformative act of shaping decisions and influencing others, and the movement of exchange of information with colleagues (Kirk, 2002). Information use is viewed by Kirk in four different ways.

- i. The use of different forms and formats so that it is accessible to others.
- ii. Another information use is in information flow enabling the flow of information by transmitting it to people or exchanging it with them.
- iii. Developing new knowledge and insights concerns information use as a forward looking process that creates new ideas and meanings.
- iv. Finally, shaping judgments and influencing others refers to the use of information to guide making and to influence the behaviour of others. MSSEs need the above views to enable them access, transmit, use information that will influence or encourage others to use the right information for the survival of their enterprises.

Information Sources

Sources of information for MSSEs come in different dimensions. This could be through general surveys, articles, books, media, such as radio, television programe,

social media, government Ministries Department and Agencies (MDAs), Non-Governmental organizations, friends, customers, associate and vendors,

Business analyst cites two sources of information which are external and internal. External information in which documentation is made available to the public from a third party; and internal information, which consist of data created for the sole use of the company that produces it, such as personnel files, trade secrets and minutes of board meeting external information comes in a variety of forms-from printed material to broad cost reports to online disseminate. The category of print covers not only a vast array of books and periodicals, but also include microfilm and microfiche newsletters and other subcategories. Many small business owners get a considerable amount of their business information from print sources. As with books, entrepreneurs and established business owners as well as cooperate executives, human resources managers, and nearly every other category of person involved in business can turn to a variety of periodical sources, each with its own target niche.

There is the trade journals, an enormous subsection of print aimed at selected audiences. These trade journals, which typically provide narrow coverage of specific industries (journals targeted at owners of bakeries, amusement parks, real estate businesses, grocery stores, and a variety of other businesses can all be found), often contain valuable industry-specific information. Government agencies and educational institutions publish a wide variety of pamphlets, brochures, and newsletters on a range of issues of interest to small business owners and would-be entrepreneurs.

Television and radio media are the most helpful available sources of information to small business owners. Programs devoted to general investment strategies and the changing fortunes of large companies can be found (Choo, (2006).

Online Information

1. As we advance into the first decade of the 21st Century, the ever-greater speed and scope of the Internet is beginning to turn the Web into the most powerful source of information for the small business. With appropriate subscription services like InfoTrac, even access to print sources is easier to achieve than actually searching newspapers or trade magazines. Search skills, of course, must be developed, but the small business owner can practice this art in the evenings when libraries and bookstores are closed.
2. Internet includes data on demographics and markets, economics and business, finance and banking, international trade, foreign statistics, economic trends, investment information, and government regulations and laws. This information is provided by Internet news groups, online versions of newspapers and magazines, and trade associations. In addition, "many colleges, universities, libraries, research groups, and public bodies make information freely available to anyone with an Internet connection" (Kamal 2014).

CD-ROM Information

3. CD-ROM (compact disc read-only memory) is an alternative to online services. The CD-ROM as an information delivery system is now facing increasing competition from subscription-based online services. The growing speed of the Internet when accessed by cable or DSL lines is making large down-loads from the Web less of a frustration; at the same time very rapid updates to the databases consulted are available to the user.

Other Sources of Business Information

External sources of business information can be invaluable in helping a small business owner or entrepreneur determine appropriate courses of action and plan for the future. But researchers note that members of the business community often rely on personal contact for a great deal of their information.

Business analysts note, however, that companies that do rely exclusively on internal information sources run the risk of 1) remaining uninformed about important trends in the larger industry-including new products/services and competitor moves-until it is too late to respond effectively; and 2) receiving skewed information from employees whose goals and opinions may not exactly coincide with the best interests of the business Ponelis (2014).

1.2 Statement of the Problem

Small businesses in Nigeria are collapsing. Seventy-five percent of micro and small-scale enterprises established in Nigeria collapse (Nzelibe 1996, Eneh 2010). This is due to inadequate incentive, poor personal traits, destructive personal attributes of underdeveloped human resources, poor manpower management. The consequence of this is that potential entrepreneurs are discouraged from venturing into business (Eneh, 2010). To encourage entrepreneurs to venture into businesses there is critical need for information. To find a lasting solution to this problem, there is the need to understand how flourishing businesses access and use the available business information (Onyenekenwa, 2010).

Information is very vital in establishing MSSEs (Onyenekenwa 2010). In spite of the importance of information for MSSEs, we do not have a better understanding of how information is accessed and used by MSSEs that survived. This study

explored how the entrepreneurs that survived access and use information for the survival of their business using the information activities in work task theory as a lens.

1.3 Research Questions

The following are the research questions that will guide this study.

1. What products generate high turnover for surviving entrepreneurs in Sabon Gari Local Government Area?
2. How do surviving MSSEs access information on product with high turnover in Sabon Gari Local Government Area?
3. How do surviving MSSEs use information on products with high turnover in Sabon Gari Local Government Area?
4. What are the sources of information available to MSSEs on products with high turnover in Sabon Gari Local Government Area?
5. How does the theory of information activities in work task explain how entrepreneurs in Sabon Gari Local Government Area access and use information on products with high turnover?

1.4 Objective of the Study

The main objectives of the study are as follows:

1. To find out what products generate high turnover for surviving micro and small scale entrepreneurs in Sabon Gari Local Government Area.
2. To know how the surviving MSSEs access information on product with high turnover in Sabon Gari Local Government Area
3. To explore how surviving MSSEs use information on products with high turnover in Sabon Gari Local Government Area
4. To know the sources of information available to MSSEs in Sabon Gari Local Government Area.

5. To find out how the theory of information activities in work task explains how entrepreneurs access and use information as regards products with high turnover.

1.5 Significance of the Study

Conceptually, this study has identified products with high turnover. This is beneficial to new entrepreneurs as it will point at products they should sell because of their high turnover and their demand by the public. Selling products with high turnover will also help new entrepreneurs stay afloat because of the income they will generate by selling these products.

This study also uncovered how surviving MSSEs access information with regards products with high turnover these includes social networks, Internet and Handbills/Fliers. This will be beneficial to the Public Libraries in the sense that they can acquire business information regarding products with high turnover and disseminate them through Handbills/fliers

The theory of information activities in work task in this study setting will help entrepreneurs to know how to source information for their business.

1.6 Scope of the Study

The study was limited to ten (10) MSSEs that survived in Sabon Gari Local Government Area in Kaduna State. These are Nagarta Block Industry, soft design, Peluto printing press, Eche Sea Limited Co, Shirash Petrol station, Devine curtains, New World Furniture, Elyon Bakery, Mabrouq Printing Press and Gidan Kaji. It was also limited to the daily task of marketing, sales production and cash flow, that is, products that bring money.

The study covered between 2006-2015, Ten (10) years period was chosen which is a period of maturity in any business. It is also limited to the activities of accessing and use of information of MSSEs. Appendix 1 shows their various locations in Sabon Gari Local Government Area (Samaru/Kwangila)

1.7 Operational Definition of Terms

The following are operational definition of terms

- a. **Micro and Small Scale Enterprises MSSEs:** Micro and Small Scale Enterprises is an industry whose total project cost excluding cost of land but including working capital is not more than N500,000.00, on the other hand is defined by the council as an industry whose total amount of turnover does not exceed N1.5m and not more than N50 million

- a. **Entrepreneur:** A person who sets up a business or businesses, taking on financial risks in the hope of profit.

References

- Berisha-Namani, M. (2009). The role of information technology in small and medium sized enterprises in Kosova. In *Fulbright academy conference (pp.1-8)*
- Bouazza A (1989) "Information User Study: Published in Kent, Allient Encyclopedia of Library and Information Science Vol. (44) N.Y
- Burnett, G., Jaeger, P., F.C. Thompson, K. (2008). Normative Behavior and Information: The Social Aspects of Information Access. *Library and Information Science Research*, 30(1), 56-66.
- Choo C.W (2006) the Knowing Organization: How Organization Use Information to Construct Meaning, Create Knowledge, Make Decisions 2nd ed. N.Y Oxford University Press.
- Eneh, O.C. (2010). Survival Strategies for Entrepreneurs in Dwindling Nigeria Economy. *As Engineering*, 2, 52-62.
- Fahey, N. (2001). Training to Overcome Electronic Information Poverty: An Australian experience. *Informing Science (Conference Proceedings)*.
- Fasua S. (2006) The Development of Small and Medium Scale Enterprises in Nigeria, Lagos. Unique press
- Fatai A. (2011). Small and Medium Scale Enterprises in Nigeria: A Problem and Perspectives: Collegiate J. of economics
- Fahey, T. (2003). Information Access. <https://www.mheducation.com/em>
- Femi, (A) (2009) Death of Industrial Hubs in Nigeria, In Business Report of the News January 2009.<http://proceedings.informaingseience.orMS2001Proceedings/abstracts/FAHEYsumtRAIN.htm>
- Haywood T (1995) Infor-Rich, Infor-poor, Access and Exchange in the Global Information Society London; Bowker Saur.
- Hersberger, J. (2002/2003). Are the Economically Poor Information Poor? Does the Digital Divide Affect the Homeless and Access to Information? *The Canadian Journal of Information and Library Science*, 27(3), 45-63.<http://unctd./org/sections/unctd/docs/cstd20/iod04>.
- Jaeger, P.T&Thompson, K. M (2004). Social Information behavior and the democratic process: Information poverty, normative behavior, and electronic government in the United States. *Library and Information Science Research*26(1), 94-107.

- Ives, D.J. (nd) Information Access in the 21st Century. Theory vs Reality. University of Missouri, Columbia. Retrieved from www.websimmons.edu/-chen/nit/NIT%2793/93-173-IVES on 25th August, 2018
- Kamal, M. (2014). ICTs in Micro-Enterprises; Does It Make a Difference? Proceeding of the 20th American Conference on Information Systems (AMCIS, 2014). Savannah, G.N August 7-9, 2014.
- Kirk, J. (2002). Theorizing Information use, Managers and their work. Unpublished Doctoral Dissertation, University of Technology Sydney Australia
- Lussier, R.N. (1996). Reasons Why Small Businesses Fail and How to Avoid Failure. *The Entrepreneur Executive*, 7(2), 10-17.
- Marcoux et, al, 2004; Herberger 2002; Jaeger and Thompson 2004) Social Information Behaviour and the Democratic Process: Information Poverty, Normative Behavior and Electronic (Government in the United States. *Library and Information Science Research* Vol. 26 No. 1 pg. 92-107.
- Moholt, P. (1988) Research Issues in Information Access. *Rethinking the Library in the Information age*, 2, 93-97.
- Namani, M.B. (2009) The Role of Information Technology in Small and Medium Size Enterprises in Kosova. Full Bright Academic Conference.
- Nzelibe, C.G.O. (1996). Entrepreneurship and Management of Small Scale Business. *Enugu: Optimal Publishers*.
- Obitayo, K.M (1991) Government Industrial Policies in Respect of Small and Medium Bullions 15(3). Abuja: Central Bank of Nigeria.
- Okello-Obura, C., & Matovu, J. (2011) SMEs and business information provision strategies. Analytical perspective. *Library philosophy and practice*, 1. <http://unllibunl.edu/LPP>.
- Omugu, B.A.N. (2005) Small and Medium Enterprises in Nigeria problems & Prospects. St Clements University
- Onyenekenwa, C.E. (2010). Survival Strategies for Entrepreneurs in Dwindling Nigeria Economy. *Asian Journal of Industrial Engineering*, 2, 52-62.
- Patrick, Victoria Bunmi (2014): An Assessment of the Sustainability of Small and Medium Scale Manufacturing Industries in Kaduna Metropolis Nigeria.
- Ponelis, S. (2014). Information Needs, Information Seeking Behavior and Use of ICT in Knowledge – Based South African Growth SMMEs.

- Thompson, K. M and Atzal, W (2011). A Look at Information Access and Socio Cultural Lenses. OMNES. The Journal of Multicultural Society, 2(2), 22-42.
- United Nations Industrial Development Organization (2003) A Path out of Poverty – Developing Rural and Women Entrepreneurships, Vienna.
- United Nations Industrial Development Organization (UNIDO 2002) “A Part Out of Poverty – Developing Rural and Women Entrepreneurship. Vienna
- United Nations International Telecommunications Union. (2011). Measuring the Information Society. Retrieved from <http://www.itu.int/ITU-T/ict/publications/idi/2011/MaterialMIS2011eXCEsUM-E.pdf>.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

The literature review in this Chapter is presented under the following subheadings:

2.2 Research Paradigm

2.3 Task Complexity and Information Seeking

2.4 Work Tasks and Human Information Seeking Behaviour

2.5 Contexts in Human Information Behaviour

2.6 Tasks in Information Science

2.7 Theoretical Framework

2.8 Previous Studies that Used Theory of Information Activities in Work Task

2.9 Information Seeking Behaviour of Micro and Small Scale Enterprises

2.10 Summary of the Review

2.2 Research Paradigm

Research paradigm is known as a set of common beliefs and agreement shared by researchers regarding how problems should be understood and addressed. According to Kuhn (1977), research paradigm refers to a research culture with a set of beliefs, values and assumptions that a community of researchers has in common regarding the nature and conduct of research. Research paradigm is an all-encompassing system of interrelated practices and thinking which is mainly characterized by its ontology, epistemology and methodology dispositions (Olsen, Lodwick and Dunlap, 1992).

The term ontology is concerned with identifying the overall nature of existence of a particular phenomenon (Snape and Spencer, 2003). A key ontological debate concerns whether there is a captive social reality and how it should be constructed. There are three distinct ways to uncover this knowledge which are: Realism, Materialism and Idealism (Shape and Spencer, 2003). Realism claims that there is an external reality which exists independent of people's beliefs or understanding about it. Materialism identifies that only material features at that world hold reality. Idealism views that reality is of the human mind and thus a socially constructed term and meaning. Qualitative researchers vary in their ontological stances with a common agreement that the normative expectation governs social world of shared expectation. This is why Snape and Spencer (2003) concludes that the laws governing it are immutable. Since ontology is the study of what there is including what is possible, information is available to entrepreneurs who want to be successful. The only thing they can do is to access the information that will make their products to be of high turnover.

Epistemology is concerned with the nature of knowledge and its acquisition Shape and Spencer (2003). It's stances are positivism and interpretism; the former recognizing that methods of the natural sciences being appropriate for social inquiry as human behaviour is – law-like in nature, which can carry out independent and objective social research. Interpretism on the other hand views natural science methods not being appropriate for social investigatism as the social world is not governed by any law-like circumstances, making it mandatory for social researcher to explore and understand the social world through the participants and their own perspective. Epistemology concerns knowledge, what constitute knowledge and how to obtain it. The entrepreneur must be knowledgeable about information of his product

and must know how to obtain it and this could be through information from social media, Internet, friends.

Methodology is the systematic, theoretical analysis applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. The former methods were developed in the social sciences to enable researchers study social and cultural issues, while the latter methods in the natural sciences are to understand natural happenings. Both research methods are conducted in education with neither of any superior to the other, but for choice of any depended on the context, purpose and type of research (Letsoal, Coetzee and Ukpere, 2014). This study adopted the qualitative methodology because this covers a broad spectrum of the social interactions. The study therefore adopted the interpretive epistemology applying the qualitative methodology as to how surviving MSSEs in Sabon- Gari use information. The researcher wanted to explore how the theory of information activities in work task explains how surviving entrepreneur in Sabon- Gari Local Government Area access and use information. The justification for using this methodology is explored in Chapter Three.

Interpretive Epistemology is the consideration of knowledge as a social development involving many points of view and influences of various types of meaning. Interpretative epistemology is ideal for this study because of its convenience of use. Interpretative researchers prefer interacting and having dialogues with studied participants which was carried out in this study (Newman, 2011). Thomas (2010) concludes that people's subjective experiences of their external work are the brief of interpretive researchers. This is why they may adopt an inter-subjective epistemology

and rely on ontological social reliability. In 1995, Willis and Walsham differently examined the routes to knowledge and concluded that interpretivists are of the view that there is no single correct route to knowledge but instead based on how interesting the knowledge Area is to researchers. According to them, interest is the driving force behind the beliefs of interpretivists. It is therefore viewed that an interplay of people's subjective experiences and the weighed happenings around the researcher informs the decisions taken. This study used the knowledge and experiences of the ten entrepreneurs to know how they access and use information for the survival of their business.

In a similar vein, Gephart (1999) agrees that interpretivist assume that knowledge and meaning are mere acts of interpretivists as there are no objectives or straight knowledge of thinking or reasoning. Hence Myers (1997) premises that access to reality is only by social constructions as language, perception or share meanings. According to Aikenhead (1997) interpretive paradigm is guided by observation which is then followed by interpretation. Therefore attempts to understand issues and happening through the meaning people assign to them. Earlier in 1994, Kaplan and Maxwell examined interpretive paradigm and viewed it as being concerned with the subjective experiences of individuals using such variables as meaning, oriented methodologies, interview and participant observation which are subjective between the researcher's perception of the subject. It thus does not predefine any variable but focuses on complexity of human sense making. Interview method was used to collect information from the respondents.

According to Henning, Van Rensburg and Smith (2004), the key words of interpretism methodology are participation, collaborative and engagement, hence in the interpretive approach, the researcher does not stand above or outside but as a

participant observer who engages in the activities and is able to judge the meaning of actions of every specific social context. Interpretive paradigm thus offers a strategy for expressing and justifying the voices, worries and actions of individuals in particular circumstances (Schwandt, 1997). The entrepreneurs participated effectively which brought about the success of this study.

2.3 Task Complexity and Information Seeking

Task is the smallest identifiable and essential piece of a job that serves as a unit of work, and as a means of differentiating between the various components of a project (Belkin, 1980). Task complexity is applying many methods to solve information needs. Information seeking is a process or activity of attempting to obtain information in both human and technological contexts (Brown and Ortega, 2007). People perform various tasks both during their working and leisure time. All of these tasks are accomplished by seeking and searching for information. Task complexity can be routine or non routine. Routine tasks are jobs involving routine tasks that are not growing.

Routine task causes decline of middle-skill occupation such as manufacturing and production occupations. For example, some jobs that require performing routine or repetitive tasks can be automated. Therefore, some tasks can be outsourced in general, the type of task that can be outsourced are mostly routine tasks. Non-routine tasks are jobs and tasks that are performed irregularly, it can be difficult to understand all of the hazards attached with the job. Non-routine tasks include jobs or tasks that are:

- Performed infrequently
- Outside of normal duties

- Have a documented procedure
- Have never been performed before

Before performing non-routine work, a risk assessment must be conducted; for successful completion of the task (Neurosci, 2000).

Many studies have focused on achieving a better understanding of tasks and their characteristics (Bystrom, 2002; Algon, 1997; Bystrom & Jarvelin 1995, Kuhlthau, 2004). One of the characteristics of tasks that impacts information seeking of individuals is task-complexity, task complexity has notable effect on information seeking practices: the more complex the task, the more complex information needs and information seeking.

In a study by Saatamoinen, Kumpulainen, Vakkari and Jarvel (2013), the types of information needed in the contexts of simple, semi-complex and complex tasks in city administration were investigated. Employees of a city administration completed questionnaires when initiating and finishing their tasks. Questions concerned task complexity, information use, task performer's role and a priori determinability of the task. The data comprised fifty-nine tasks performed by six participants. The tasks were divided in categories based on their perceived complexity. Thereafter, information types expected at the beginning of the tasks and materialized at the end were statistically analyzed within and between complexity categories. The study found that task complexity affects information use significantly. Our results partly corroborate earlier findings by Byström in partly the same organizational setting. Her findings concerned only materialised use, whereas we analysed expected use and differences between these two as well. The more complex the task, the less facts and the more information aggregates are used. The use of known-items was independent

of task complexity. Overall, external information is used little but more in complex than in simple tasks.

Another study by Ingwersen, Lioma, Larson and Wang (2012) investigated the relations between user perceptions of work task complexity, topic specificity, and usefulness of retrieved results. 23 academic researchers submitted detailed descriptions of 65 real-life work tasks in the physics domain, and assessed documents retrieved from an integrated collection consisting of full text research articles in PDF, abstracts, and bibliographic records. Bibliographic records were found to be more precise than full text PDFs, regardless of task complexity and topic specificity. PDFs were found to be more useful. Overall, for higher task complexity and topic specificity bibliographic records demonstrated much higher precision than did PDFs on a four-graded usefulness scale.

Similarly, Li et al (2011) examined how task complexity could be measured from users' perspective in information science. The study identified a set of objective and subjective measures and conducted a survey. The survey asked users to judge the complexity of a task, and then give the reasons why they made that judgment based on the measures. Six simulated task situations were developed for the survey and 168 valid questionnaires (84% return rate) were analyzed. The results indicated that the number of words hard to understand, the number of languages required for search results, and the number of domain Areas involved in a task could significantly predict task complexity. The study helps further understand the attributes of task complexity and has implications in research on interactive information retrieval (IIR), task-based information seeking and search, and personalization of information retrieval (IR).

2.4 Work Tasks and Human Information Seeking Behaviour

One category of tasks that is increasingly being researched in human Information seeking behaviour literature is Work Task. Work task is viewed as a motivation of other types of tasks and has been defined from different perspectives. For instance, Hansen (1999) defined it as an underlying problem of a person's actual work from a cognitive perspective. Byström and Hansen (2002) viewed work tasks as "separable parts of a person's duties towards his/her employer". Work task has been a context and a starting point for the examination of information-seeking and search behavior (Li and Belkin, 2010). Information seeking behavior refers to the way people search and utilize information (Wilson, 1981). Information-seeking behavior has been investigated in different contexts (Algon, 1999; Byström, 1999; Landry, 2006). To articulate the relationships between work tasks and information-seeking behavior, some studies have focused on how users seek information in a certain work-task context or situation.

One of such studies is Saastamoinen (2017) that examined how work tasks types and their complexity affects the quality and quantity of query-based information searching. The study showed that work task and its complexity affects the selection of information resources. In their work, people use various information resources that form broad categories of the Web (including public search engines), organizational information systems, communication resources (including email), local PC resources and other, typically paper-based resources. Information needs and information resources are connected. The data include two independent data sets. They were collected in authentic working situations of 28 participants in seven organisations in 2011 and 2013-2014, and include direct observation, questionnaire responses, interviews, transaction logs and a screen capture video. The data include 345 work

tasks. The analysed variables are work task complexity and type, information resources, search tasks and information needs. The findings concerning work task complexity and information needs vary between the two data sets. However, it seems that the most complex work tasks include more complex information needs and search processes than other tasks.

Similarly, another study by Aydin (2015) on “the influence of task and time on information behaviour in organizations” examined the information behaviour of members in different context when dealing with their work tasks. The research is a cross case study exploring the differences and commonalities of the information behaviour in two different contexts and two different situations. The study adopted a qualitative methodology. Data was collected from Cihan News Agency-Istanbul (CIHAN) and Istanbul Metropolitan Municipality Disaster Coordination Centre (AKOM) through field observations and interviews. Activity Theory was used as the theoretical framework and methodological tool for the research. The study found that individual information behaviour models do not emphasize situational factors, such as time pressure and complexity, in a comprehensive way; and collaborative information behaviour research has mainly been investigated in time-pressured environments. Organizational tasks, however, are carried out in group settings, and temporal factors and complexity influence the way organizational members process information. In this study data was collected from the ten participant (entrepreneurs) through interview method.

Another study that examined the work tasks and information behaviour is Jansson (2015) titled “Information in Social Practice: Information related activities engaged by Engineers”. The study identified and achieved an understanding of the information-related activities performed by engineers during work task performance

in a corporate context. The work task performance in focus was the task of writing a technical report. The study rests on methodological triangulation through the use of a work task diary, a semi-structured questionnaire and focus groups. A total of 16 engineers participated in the study. The theoretical framework was based on theories of information in social practice, the information seeking process and the concept of task. The study presents results showing that engineers work in a highly complex information environment and their work task performance is to a high degree affected by situational attributes such as previous experience, type of work task, time, target group, and access to information. The results show that the information sources preferred by engineers have not changed over time; rather a change is seen in the type of sources. There is a distinct increase in the use of electronic sources; which in turn seem to affect the way engineers perceive accessibility. The study also shows that there are evident situational and contextual attributes affecting the information-related activities. Information needed to perform a work task is strongly related to data retrieved from experiments. There also seems to be an embedded tolerance for a low scientific level in technical reports, even though the scientific practice is the norm. This study also shows that the concept of work task forms a relevant basis for studies of information-related activities, particularly in combination with theories on information in social practice. The model of the work task process combined with a faceted classification of work tasks provides a sound methodological tool for the analysis of work tasks in different contexts.

2.5 Context in Human Information Behaviour

Context in human information behaviour may be conceptualized as the totality of human behaviour in relation to sources and channels of information Wilson, (2016). In the quest to holistically study human information behaviour, Scholars

(Devin, 1992; Pettigrew, 2001; Wildemuth and Hughes, 2005; Landry, 2014) advocated that context for particular information behaviour should be considered. Context provides the frame of reference (Vakkari et al, 1997), background, setting of the environment for information seeking activities. Contexts include culture (Hall and Widen-wuff, 2008) social settings (Fisher, et al 2006), Everyday life/daily life (Savolainen, 1995).

In one of the pioneer studies investigating contextual factors influencing information seeking in visual information retrieval systems by Sedghi, Shormeij & Tahamtan (2018) titled “Exploring the context of visual information seeking”, factors that constitute the contexts for visual information seeking were explored. A Straussian version of grounded theory was used in the study. Using a purposive sampling method, 28 subjects participated in the study. The data were analysed using open, axial and selective coding in MAXQDA software. The contextual factors influencing visual information seeking were classified into seven categories, including: user characteristics, general search features, visual search features, display of results, accessibility of results, task type and environmental factors. This study contributes to a better understanding of how people conduct searches in and interact with visual search interfaces. Results have important implications for the designers of information retrieval systems. The study of information behaviour based on particular context is also critical to this study.

Similarly, in another study that contributed to the conceptual studies of the effect of affective factors on information seeking by Savolainen (2015) titled “Approaching the affective factors of information seeking: the viewpoint of information search process model”, Kuhlthau’s information search process model and the motivational elements of information seeking in the categories of feelings and

moods of information seekers were examined. The study adopted Kelly personal construct theory as theoretical framework. Concept analysis focusing on the ways in which the categories of feelings and mood are explicated in the information search process model was the research method adopted for the study. Kuhlthau's model provides a rich and credible picture of feelings experienced by information seekers at various stages of the information search process. However, the category of feelings is approached descriptively. Within this category, the motivational elements are incorporated in the factor of *interest*. In the information search process model, the category of mood is conceptualized more analytically by drawing on Kelly's ideas. The findings indicate that the picture of the motivational elements of mood can be elaborated by examining the invitational and indicative mood in terms of action readiness. This study explored information seeking from the affective context of feelings and moods that characterize the information search process. It highlighted the significance of contexts and situations in the study of information behaviour. This is also very critical to this present study. This is because the present study explores access and use of information by Medium and Small-scale enterprises from the work tasks context.

Another study that explored the information behaviour of Adolescents in the sexual context by Fauzi and Abd Kadir (2015) titled "Information Seeking Behaviour of Adolescents with reference to Sexual information" examined the preferred sources of information used by adolescents and their needs for information on sexual activities. The study adopted Wilson's information seeking behaviour model. The study found that adolescents' preferred sources of information include other adolescents (friends and family) and from mass media when they fail to get this information from their parents. The study also found that their information needs are

triggered by their sexual curiosity. This study explored the information behaviour of adolescent from the sexual context. The study specifically targeted the sources of information and the information needs of these adolescents. This is critical to this study as this study explores the information types, channels/sources of information used by MSSEs in the context of work tasks.

In a study that examined information behaviour from the social media by Khoo (2014), the characteristics of social media users, the predominant types of information behaviour on social media and the type of information found in user-contributed content were examined. The study found clear age, gender and national differences, and differences between local citizens and foreigners, in the frequency and purpose of social media use, the choice of social media sites, number of online friends, and types of information posted. Social media users typically share experiential and practical knowledge in the context of everyday life. Informational support provided by social media users is complemented with socio-emotional support. Predominant types of information behaviour include asking (i.e. request for information), answering with information, unsolicited information sharing, and information integration. Browsing and monitoring are important types of information seeking behaviour on social media. Users use a combination of information behaviours, information sources, and online as well as offline sources for information needs that are important to them. This study shows that contexts of information seeking affect the type of information behaviour and the types of information that is needed.

In a study by Gatson (2014) that identified the contextual factors that affect information behaviour in Laos, and how these contextual factors influence how people need, seek, manage and use information. The findings indicated that a number of interdependent primary and secondary contextual factors play a key role in how

people engage with information in Laos. Primary factors included the social and cultural contexts of an individual, with numerous secondary factors such as personal, situational, physical and economic contexts also playing a role in information behaviour. The interpretation of the findings enabled the development of a contextualized understanding of information behaviour for individuals in Laos. In addition, the research methods provided a framework from which contextualized understandings of information behaviour in diverse local contexts can be explored, fulfilling a secondary objective of the research. These findings have implications for information professionals, information systems design, and international aid projects, by providing contextualized understandings of information behaviour, facilitating the development of more relevant services and resources.

One example of contexts that affects information behaviour is the tasks within which these information behaviours are situated.

2.6 Tasks in Information Science

The notion of task is fundamental in studies of information science. Task is the identifiable and essential piece of a job that serves as a unit of work. Information science is the practice dealing with the effective collection, storage, retrieval and use of information Belkin (1980).

Several types of tasks have been investigated in information science. Among these tasks, work task and search task are mostly concerned. According to Ingwersen and Jarvelin (2004), the notion of work tasks is central to information seeking and retrieval. It refers to both job-related and daily life work tasks. Search tasks are carried out by information seekers as a means to gather information for the purpose of fulfilling work tasks at hand.

In studying the role of tasks in information studies, Bystrom (2007) examined studies with empirical and theoretical foci on task within information systems from individual (user) and socio-cultural perspectives. The use and usefulness of task as a concept were also analysed and illustrated through recent examples in information studies. Findings of the study showed that task is used within all analysed research approaches, and that it is found useful to scrutiny the research objectives irrespective of research perspective and focus. Even more holistically oriented research approaches have been identified, where a co-influence of several perspectives is considered. Consequently, conception of task as a common activity to frame various information related processes provides one type of shared platform for integrating results within different research approaches. The article summarizes the consequences of metatheoretical viewpoints for concertized definitions of task as well as relations to the present, limited conceptual analysis to general aspects of information studies as a developing discipline

Similarly, Xie (2008) investigated how dimensions of tasks affect the information-seeking and retrieving process. 40 participants were recruited for the two studies conducted in a corporate setting as well as an academic setting. Multiple methods were applied to collect data related to participants' tasks and the information-seeking and retrieving process: web surveys, questionnaires, diaries, and telephone interviews. Both qualitative and quantitative data were analyzed. The study identified nature (routine, typical, and unusual), stages (pre-focus, formation, and post-focus), and timeframe (extremely urgent, urgent, and non-urgent) as dimensions of work tasks as well as origination (self-generated and assigned), types (updating information, looking for specific information, looking for items with common characteristics, and looking for known items), and flexibility (very flexible, flexible, and inflexible) as dimensions

of search tasks. Moreover, the relationships between dimensions of work and search tasks and the information-seeking process – in particular, the extent of planning, the application of different types of information-seeking strategies and shifts in search-task-related goals were explored.

In another study by Xie and Joo (2012) titled “Factors affecting the Search tactics: Tasks, Knowledge, Search and Systems” different factors in relation to task, user-perceived knowledge, search process, and system were investigated to see whether and how they affect users’ search tactic selection. Thirty-one participants, representing the general public with their own tasks, were recruited for this study. Multiple methods were employed to collect data, including prequestionnaire, verbal protocols, log analysis, diaries, and post-questionnaires. In this study ten entrepreneurs participated and the method used in collecting data was through interview.

2.7 Theoretical Framework

The theory of information activities in work tasks was developed by Bystrom (Bystrom, 1999, 2002; Bystrom and Jarvelin, 1995, Bystrom and Hansen, 2002). Bystrom ([1999](#)) categorizes information into three categories based on its nature or ways of use: task information, domain information and task-solving information. Task information refers to information dealing with exclusively the task at hand. The information is typically in the form of facts (names, dates). The second information type, domain information, refers to general information dealing with the task subject. Thirdly, task-solving information indicates the means and methods to perform the task, e.g., information about what task and domain information is needed and what stages the task includes. In other words, task-solving information is

methodological or procedural information. Additionally, a division between an organization's internal and external information sources is made. ([Byström1999.](#)) We apply a similar internality division to information types.

The theory of information activities in work task was developed to provide explanations to real-life work situations which require information for their operations. The theory of information activities in work tasks comprise two constructs

1. Types of information sought
2. Channels and information sources

Types of Information Sought

The theory of information activities in work task explains the types of information sought, where information is considered as a tool which enables a task to be completed. The types of information sought are classified according to the task at hand. In this classification, the types of information include:

- Task information, connotes a specific task which is often presented in the forms of facts e.g names, numbers and events that are required to complete a task for example entrepreneurs collect the names and numbers of their suppliers for information that would be needed for their products.
- Domain information: This comprises more general statements that may be factual or interpretative e.g lawyers, opinions, the constitution of the country (Bystrom, 1995).

Channels and Information Sources

Channels and information sources according to (Bystrom, 2002) refers to the function that guides the task performer to sources that contain needed information.

According to this theory, both sources and channels refer to people as information sources, together with documentary sources which are later verified through visitation or research. Some of these sources of information are through friends.

2.8 Previous Studies that Used Theory of Information Activities in Work Tasks

The theory of previous literature of information activities on work task explained how various writers e.g. Ingwersen, Vakari, & Jarvelih and Wilson exploit the importance of work task in their various Areas of study. (Bystrom, 1995) undertook a study on the importance of information in work tasks. The research questions on which this study was based were: (a) How important is information on work task? (b) What is the task information that denotes the specific task at hand? The theory of information activities in work tasks was utilized for this study. The methodological approach was based on work task as a unit of analysis which implies the process nature of the activities studied (Bystrom, 1995). The findings are that the theory of information activities in work tasks has proved to be useful for studying information activities in work task. It increases our understanding of people's information activities in work situations and it may be helpful for developing and designing information systems management in work organizations.

Nardi (1995) recognized that system design will benefit from explicit study of the context in which users work. The research questions on which this study was based were: (a) what is the information for the actual design of the system? (b) What are the various systems used to accomplish an activity? The theory of information activities in work task was utilized for this study (Nardi, 1995). The methodology adopted situated action models that showed the way activity grows directly out of the peculiarities of a given situation. The study

used a varied set of data collection techniques including interviews, observations, videos, and historical materials. The findings indicate that the framework of information activity on work tasks seems to be the richest theory for studies of context in its comprehensiveness as it brings people and technology together.

Jarvelin and Ingwesen (2004) also undertook a study on information seeking, its stages, actors access, strategies and sources. The objective of the study is to acquire how information are sought, accessed and retrieve in various stages. The research questions on which this study was based were (a) how is information accessed (b) by what other means are information sought. The methodology adopted referred to task based studies on information seeking and its stages. The findings are that information can be derived, addressed, sought for in various stages.

Mursu et al (2007) conducted a study on how activity theory can be applied in an information system development. The purpose of information system is to facilitate work activities. The research question is what are the computer-based artifacts as instrument for work activities? The contributions of this research is aimed at developing work and information systems in parallel, in three phases: understanding the present state of an activity; describing the goal state of the activity and planning for the transformation to the goal state. The methodological approach was based on analytical model for work – oriented information system research and practice. The findings are that people doing their everyday tasks and duties should have an opportunity to make an impact on the prospective information systems.

Haviler (2008) conducted a study on how the concepts of work, work role, and "task" might be integrated into a common research agenda. It was suggested that the

clarification of work and work roles might serve to provide further understanding of the formation of purposes, meanings, and values which guide the shaping of the activities conceptualized as a task. The research questions were: (a) what are work roles and their task? and (b) What guides the shaping of activities? The theory of information activities in work tasks was utilized for this study; the methodology adopted was an empirical study of information work among archaeology professionals, which was informed by the notion of work role. The findings are that work roles are useful concepts for explaining the context of more specific tasks.

Li and Belkin (2009) undertook a study on the exploration of the relationships between work task and interactive information search behavior. The research question was: How do users approach information for different work tasks? The theory of information activities on work task was utilized for this study. On the methodological level, an experiment was conducted with six work-task types and simulated work-task situations assigned to 24 participants. The findings showed that users present different ways of approach to access useful information for different work tasks.

Bystrom and Lloyd (2012) undertook a study on information practice, which is characterized as a social practice that is composed of activities like information seeking and searching. The research questions were: (a) how is information acquired? (b) How do people seek information and identify appropriate information? (c) What values are placed on the information received? (d) How do people distribute and share information? and (e) How do people put the acquired information into use? The methodology adopted referred to task-based studies and a multitude of research approaches, and research methods from qualitative controlled laboratory experiment were used. The study opened up task-based performance for informational potential beyond verbally exposed, documented, or oral information. In addition, it

acknowledged the power of relationships that drive work task performance and facilitated an enquiry between work tasks and their context, showing how social conditions influence the performance of work tasks. The findings are that information activities on work task reveals how information are acquired, how information is sought, it also shows the value placed on information, how they are related, and how they can contribute to a study of information practices were the concepts addressed in this study.

2.9 Information Seeking Behaviour of Micro and Small Scale Enterprises

Entrepreneurs in different situations need information inputs for planning, implementing, monitoring or reviewing schemes, projects and programs. The purpose for which information is required varies. Studies have shown that there may be an immediate need for information to understand the situation one is in, to convince and persuade others, and to use the opportunities available; or individuals may gather information to prevent a problem situation in future, or help one to make the most of it. Some of such studies are reviewed below.

Leslie's (2018) dissertation set out to examine in detail how eight first-time entrepreneurs went about finding out their information needs during the first months of their business operation. The study adopted Brenda Dervin's Sense-Making methodology. The research involved semi-structured interviews in which participants were invited to recount specific instances of problems or questions they had experienced in their business. Data analysis involved close reading of both the interview transcripts and the researcher's notes and observations in order to draw out key themes and enable analysis of the discursive practices respondents used, particularly in privileging some information sources over others. The research found

that the respondents' information needs centered largely on small number of business issues, principally around the mechanics of setting up a company, deciding what kinds of services to provide and learning about the market environment in which they were operating. Like other studies of the information behaviour of small business owners, the research found that all of the respondents reported acting on information obtained from friends, colleagues or family. Most had consulted professional advisors, and all but one talked of using the Internet as a source of information. Only one respondent had sought assistance from an enterprise agency.

Similarly, the study by Ikoja-Odongo and Mostert, J. (2006) aimed at identifying the information needs and uses of entrepreneurs in Uganda. The demographic and business characteristics of these entrepreneurs are highlighted and empirically tested with regard to their information needs. This study employed qualitative research methodologies, such as the critical incidence technique for interviews with 602 informal sector entrepreneurs from a variety of trades. Observations of the entrepreneurs' work environments and historical methods were also employed. The results suggest that modern/exotic models of information transfer based on textual media and ICT exhibit less impact on the entrepreneurs' information needs and use at macro levels because of poverty, illiteracy and poor information infrastructure. It is however noted that most 'elite' models share a platform with information behaviour of entrepreneurs at the micro levels. The study concluded that an appropriate model for information behaviour for the information poor community must be grounded in oral traditions and indigenous knowledge and be sensitive to poverty, infrastructure and illiteracy. Recognition is also made of the need for information repackaging and the use of appropriate media for information provision.

Shika (2017) had a critical review on the significance of entrepreneurial competencies in the past few decades due to strategic in the past few decades due to strategic role played by owners of business enterprises. The writer observed that and also a common knowledge that small and medium enterprises sector has not been performing well in recent times. This has caused increase in the rate of business failures among the SME in the Nigerian context and Sabon Gari Local Government Area in particular. It is revealed that skill competencies have significant positive impact on the performance of MSSE in Sabon Gari Local Government Area Local Government. It is therefore recommended that government should equip current and future entrepreneurs with skills and competencies to make them self reliant.

Yahaya (2015) reviewed the financing of small and medium – scale enterprises a case study of Sabon Gari Local Government Area in Kaduna state. The study used multivariate Logit regression to analyze a sample of sectional data across 40 enterprises. The study reveals that boardroom politics, loan repayment records, competition, interest rates value of fixed assets and bureaucratic procedures are some of the important factors that determine the important factors that determine the ability of prospective entrepreneurs in obtaining loans from financial institutions. The writer recommended that establishment of functional micro insurance scheme, granting loan to well established firms, removal of all structural and institutional bottle necks and adoptions of the ability to pay criteria in the disbursement of loans are necessary conditions to ensure vibrant SMEs in the country and in Sabon Gari Local Government Area in particular.

Ango and Solomon (2018) employed multiple regression method of analysis to examine the impact of entrepreneurial competences on small and medium scale enterprises in Kaduna metropolis. The following are the objectives: to examine the

impact of skills competencies on SMEs in Kaduna State. The study found that skill competency has a significant impact on the small and medium scale enterprises performance and personality competency also has a significant impact on the small and medium scale enterprises performance. Based on the findings the study concludes that government and other relevant agencies and institution that are major stakeholders in SME development in Nigeria should equip current and future entrepreneurs with skill and personality competencies to make them self reliance through workshop and seminars which sill improve SMEs entrepreneurs on managerial capabilities.

Another study on the information behaviour of Small and Micro Medium Enterprises is the study by Murari and Nagarkar (2013). The study was conducted on first generation Women Entrepreneurs in Pune City, India. Entrepreneurs were asked about their entry into becoming ‘entrepreneurs’, and about the types of information that they had looked for and mainly how they had sought information. Entrepreneurs were asked to tell their “stories” of how they started, why they started and how they looked for information for the work that they were planning. Results indicated that most entrepreneurs wanted information on consumer needs, marketing, finance and loans, legal information and technical information. Information about business practices and about writing project proposals came next. Least information was required on packaging and warehousing. A few respondents wanted information on real estate, hiring practices, packaging and storage and warehousing. Similarly, results also indicated that the major sources of information were ‘personal contacts’ followed by ‘professional consultants’. Personal contacts were the major source of information - they could be from friends, relatives, former employers and sometimes even competitors. Written documentation tends to be less valued than personal

contact, because personal contact serves the function of increasing human contact within the organization as well as possessing a 'richness' that written materials do not have. Most women entrepreneurs seem to prefer 'information rich' informal sources who can be 'asked' to explain anything that was not clear, or if there was any doubt.

Okwu, Bakare & Obiwuru (2012) emphasized that job creation and employment generation are among the core relevance of small and medium enterprise (SMEs) in any economy. The business environment in which SMEs operate is of considerable relevance to their capacities to create jobs and provide employment opportunities. Therefore, studies have attempted to investigate the relevance of business environment to performance of SMEs (Oni & Duriya, 2012; Terungwa, 2011). They concluded that conducive and enabling business environment is prerequisite for SMEs sector to effectively play its crucial role in an economy.

Ameyaw et al. (2016) researched into the significant role tax plays in the growth of small and medium enterprises (SMEs) in developing country like Ghana, SMEs play important roles in the development of the economy. They emphasized on the fact that policy makers should consider the alignment of tax policies to the growth needs of SMEs. Government uses taxation and tax regimes to provide means for SMEs to contribute their quota to the economic growth of Ghana.

Adebayo and Nassar (2014) researched into the impact of MSSEs and small business entrepreneurship and concluded that even though Nigeria is recognized as the most populous country in Africa, accounting for 47% of West Africa's population (world Bank 2007). Although an oil – rich country, a significant population of Nigerian lives in poverty. There is an increasing numbers of the working poor, being dominated by entrepreneurs and self employed. Thus many micro and small business

entrepreneurs still experienced malnutrition, engage in child labour, lack access to good health care system and hence suffer sickness (Magbagbeoles 1996, Chenionics Int. Inc 2006).

Maengwe and Otuga (2015) had a critical review on Micro-financing of small business in Kenya and discovered that small business sector has continued to play an important role in Kenya economy. The sector contribution to the cross Domestic Product (GDP) increase from 13.8% to over 18% in 1999. The economic survey of 2012 estimated that the contribution to the cross Domestic Product (GDP) increases from 13.8% to over 18% in 1999. The economic survey of 2010 estimated that the contribution to the GDP of this sector currently stands at over 25% from the relevant studies done in this Area, micro finance organization provide financial services to their clients (small scale entrepreneurs/such as saving and credit services to finance their new business startup in order to engage in productive economic activities and thus contribute to the development in low income population. Thus, their growth has been attributed to the availability of micro credit opportunities in the country. It can thus be concluded that micro finance services have a major effect on the growth of small business in Kenya Koech (2011).

Abdullahi et al (2015) are of the view that the role played by Small and Medium Scale Enterprises (SMEs) in economic growth and sustainable development of any nation cannot be downsized. In Nigeria in particular, SMEs serves as the major employer of labour and represent about 95% of its enterprises. This study discovered that government and financial institution support the SMEs but despite this support, SMEs fall short of expectations that make the Nigerian economy unstable than what is expected.

Aluko (2013) is of the view that Bayelsa state contribution to industrial dynamic in transitioning from a strongly raw material based SMEs to a more diversified economy means that resources have to be managed efficiently from the old traditional sectors to new sectors supporting demand for higher quality SME partnerships and business services as well as ensuring better purchasing power for local consumers.

Okoh and Song (2000) stressed the important role played by small-scale manufacturing enterprises in developing economics. Not only are they important for the vitality of the business sector, they also provide new jobs. But in order to play their role in future, there is need for researchers and policy makers to identify this role and constantly interact to bring about sustainable policy framework (Stanley and Morse 1965).

Ndesaulwa has recognized empirical evidence that small and medium enterprises are widely seen as the key engine of economic development. As a result of this recognition, a central issue dominating policy debates around the world and Africa in particular has been how to stimulate economic growth through the development of SMEs (Chuta 1994, Obeng, 2009) in developing countries, SMEs are important not only because they create employment but also because they employ unskilled workers, who are overly abundant in these countries (Bhhatia-Panthak P.A (2007) like many other developing countries, Tanzania has recognized the importance of SMEs of economic development and poverty alleviation.

Oni and Daniya in their write ups are of the view that small and medium sale enterprises constitute essential ingredients in the lubrication and development of any economy. In Nigeria, the story makes no remarkable difference as small and medium

scale enterprises dominate the economy. Government over the years has formulated a number of policies aimed at developing small and medium scale enterprise. Most policies failed due to poor implementation, others however succeed.

Ahmed (2006) is of the view that small and medium scale enterprises are subsectors of the industrial sector which plays crucial roles industrial development. This suggest that SMEs are very crucial in shaping the development agenda of countries. SME as academically known over the years have had a great influence on the lives of individuals of the worlds economy particularly developing economies like Ghana. The SME market constitute the vast majority of businesses in Ghana and have over the years evolved to become key suppliers and service providers to large corporations including multinational and transitional corporation. Principally, they have contributed to expanding output, providing value added activities in the manufacturing sector creating employment opportunities especially in the services sector and contributing to broadening Ghana's export base (Ghana investment promotion Centres 2010).

Bouazza et al (2015) the authors analyzed the factors influencing the growth rate of small and medium-size enterprises (SMEs) in Algeria and explores the extent to which their success or failure depends on the wider business climate. The study also examines different internal factors that may be responsible for the unstable and limited growth of SMEs. The external factors include the legal and regulatory framework while the internal factors comprise entrepreneurial characterizes management capacities, marketing skills and technological capacities.

Ashamu, S. (2014) the study examines the performance of Micro Finance Institution (MFIS) in Lagos state based on the development of small and medium

scale industry. He is of the view that SMEs are the engine room for the development of any economy, because they form the bulk of business activities in a growing economy like that of Nigeria. This is manifested in the following ways, employment generation, rural development, economic growth and industrialization and better utilization of indigenous resources.

Ojenike and Olowoniyi (2013) are of the view that government direct intervention in the activities and provision of financial services by the financial institutions led to unprecedented development of informed money markets that became essential part of the financial intermediation process. Despite the rural banking policy of the financial regulatory authorities, that is, central Bank of Nigeria (CBN) and ministry of finance in Nigeria, market and institutions providing credits to micro and small entrepreneurs are extremely limited.

Ngo'Ono M.A (2013) Micro and small enterprises according to Ngw'ono et al, have been accepted world wide as instrument of economic growth and development. The government, particularly in developing countries has made tremendous efforts to establish policies which enhance the capacity of MSSEs, Kenya is among the Africa countries facing unemployment problem especially among the youths due to the rapid growth in working age population and low absorptive capacity of the labour market. To provide a means of survival, many of the unemployed have turned to the informal sector to create small scale enterprises. Motivation has been cited as being core to operation of successful enterprises.

According to Mordi C et al (2014) executive contributions to credit delivery to small and medium enterprises, see SMEs as key drivers of growth and development of the economy through their positive effects on employment generation and poverty

reduction. In contributing meaningfully to economic development, access to finance by SME operators has become critical, especially as these SMEs have to rely on deposited money in Banks and other financial institutions for investment financing. A review of SMEs financing in Nigeria has shown that funding for the subsector is derived from deposit money banks, micro finance banks, governments and agencies in the form of soft loans and interventions. Overtime, government has taken the challenge to support SMEs, through various interventions, bilateral arrangements and establishment of various institutions and programmes.

Onugu (2005) undertook a study of small and medium scale enterprises (SMEs) to find out if the SMEs sub-sector in Nigeria has performed its critical role of driving the country's industrial transformation and development as it has done in other developed countries. From the researchers findings, SMEs have played and continue to play a significant role in the growth, development and industrialization of many economies in the world over. In the case of Nigeria, SMEs have performed below expectation due to a combination of problems ranging from attitude and habits of SMEs themselves through environmental related factors, instability of governments and frequent government policy changes and somersaults.

Mwale-Musanje (2011) research was conducted to establish the information needs and information seeking behaviour of traders in Zambia. The study went further to establish the problems faced by female traders when seeking information. Traders themselves were asked to suggest solutions to the problems they faced when seeking information. Using structured questionnaires, quantitative and qualitative data were collected from 400 female traders who were randomly selected from five different trading Areas in Lusaka City. The Statistical Package for Social Sciences (SPSS) was used to analyze quantitative data and the open-ended questions were inductively

analyzed and interpreted. The findings of this research revealed that the major information needs of traders in Lusaka City included information relating to the sourcing of goods, suppliers, customers, pricing and funds. The most commonly consulted sources included the television, radio, newspapers, and traders' associations. When seeking information, traders faced various challenges such as lack of time, unwillingness by fellow traders to share trading information, not knowing where to access information, corruption, language barrier and lack of skills.

2.10 Summary of the Review

From the above review, the theory of information activities was used to explain real work life situation. Micro and Small Scale entrepreneurs play an important role in economic development in Nigeria and other countries. There are also government supports and regulations guiding micro and small scale enterprises as revealed in the study.

Also from the literature reviewed on the information seeking behaviour of Micro and Small Scale Enterprises, none of the studies explored the information seeking of the MSSEs from the context of Work-tasks. This study is therefore unique in the area of exploring access and use of information by MSSEs from the Work-task context.

References

- Abdullahi, M.O. et al (2015). The Nature of Small and Medium Scale Enterprises MSSEs Government and Financial Institutions Support in Nigeria. *International Journal of Academic Research in Business Research* Vol. 3.3.
- Ahmed, A.S. (2006) . The Roles of MSSEs in developing economy, Abuja, Omotayo and Co. Ltd.
- Aiken Head G.S. (1997) Towards First Nations Cross Cultural Science and Technology curriculum, *Science Education*: Pg. 88, 217-238.
- Aluko, M.E. (2013). Micro, Small and Medium Scale Enterprise (MSME) Development in Bayelsa State. Partnering with Universities.
- Ameyaw, B et al(2016) School Management and Economic, University of Electronic Science and Technology of China.
- Ango, A.L and Solomon, O. (2018). Impact of Entrepreneurial Competencies on the Performance of Small and Medium Enterprises in Kaduna Metropolis, Nigeria *Online Journal of Arts, Management and Social Sciences*. Vol. 3, 2
- Aglon, M.A. (1997). Risk Management: An Imperative for Small and Medium Scale Enterprises, *Journal of Business and Finance*. Vol.2, No. 1. Faculty of Business Administration, Imo State University, Owerri pp.177-186
- Aglon, M.A and Ebuogu, L.O.D (1997). What Small Business Entrepreneurs expects from Local Credit Agencies and International Business Facilities
- Ashamu, S. (2014). The Impact of Micro – Finance on Small Scale Business in Nigeria. *Journal of Policy and Development Studies* Vol.9 No 1.
- Aydin, A.M. (2015). The Influence of Task and Time on Information Behavior in Organization. Submitted in Accordance with the Requirements for the Degree of doctor of Philosophy. The University of Leeds. Leeds University Business School.
- Belkin, N.J. (1980). Anomalous States of Knowledge as a Basis for Information Retrieved. *Canadian Journal of Information Science* vol. (5) 133-143.
- Brown, C.M and Ortega, L. (2007). Information Seeking Behavior of Physical Science Librarians: Does Research Inform Practice? *College and Research Libraries* 66(3). 231 – 247.
- Bystrom K (2007) Approaches to Tasks in Contemporary Information Studies. Proceeding of the Sixth International Conference on Conceptions of Library and Information Science. Swedish Science of Library and Information Science.

- Bystrom K. (2002) Information and Information Sources in Task of varying complexity. *Journal of American Society for Information Science and Technology*: 53 (7), 581 – 591
- Bystrom, K and Hansen, P. (2002). Work Tasks as Units for Analysis in Information Seeking and Retrieval Studies. In H. Bruce, R. Fidel, P. Ingwersen & P. Vakkari (Eds). *Emerging Frameworks and Methods. Proceedings of the 4th International Conference on Conceptions of Library and Information Science* (pp. 239-251). Greenwood Village, Co. Libraries Unlimited.
- Bystrom, K and Jarvelin, K. (1995). *Information Processing and Management* 31(2). 191 – 213.
- Bystrom, K and Lloyd, A. (2012). Practice Theory and Work Task Performance: How are they Related and how can they Contribute to a Study of Information Practices. Retrieved from <http://www.asis.org/asist/proceedings/submissions/252>.
- Bystrom, K. (1999). *Task Complexity, Information Types and Information Sources: Examination of Relationships* (Unpublished doctoral dissertation). University of Tampere, Finland.
- Bystrom, K. and Jarvelin, K. (1995). Task Complexity Affects Information Seeking and Use. *Information Processing and Management*. 31(2) 19. 213.
- Chuta, L.M. (1994). Small Enterprise Employment Growth in Rural Africa *American Journal of Agriculture Economic* 76(5), 11.
- Devin, B. (1992) From the Minds eye of the user: The Sense Making Qualitative Methodology. In *Qualitative Research in Information Management*. Libraries Today, Unlimited, Englewood Pg. 61-84.
- Fauzi, N. F. B. & Abd Kabir, R. (2015). Information Seeking Behaviour of the Adolescents with reference to Sexual Information. *Procedia-Social and Behavioural Sciences*. Vol 211 (2015), 790-795.
- Fisher, K.E. Erdelez and Mickechnie 1 (eds) 2006. *Theories of Information Behavior*: Medforel, NJ: Information Today, Ins.
- Gatson, M.J. (2014). Profitability of small and Medium Sized Enterprises in High tech Industries: The Case of Biotechnology Industry. *Strategic Management Journal* Vol. 24 No.6. 24(6)
- Gephart, R (1999). Paradigms and Research Methods. *Research Methods Forum*.
- Gerard Guthrie (2004) An entry to Social Science Research National Library of Australia
- Hall, H and Widen – Wulff. G. (2008). Social Exchange, Social Capital and Information Sharing in Online Environments. Lessons from Three Case Studies. USE-2008 from Information Provision to Knowledge Production.

- Haviler, I. (2008). Work and Work Role: Acontext Task. Retrieved from [http://www.information.net\(ir\)13-3/paper349.html](http://www.information.net(ir)13-3/paper349.html).
- Hemsen, P. (1999). User Interface Design for IR Interaction: a Task-oriented Approach. In: Aparac, T., Saracevic, T., Ingwersen, P. and Vakkari, P., eds. Proceedings of COL153, Third International Conference on the Conceptions of Library and Information Science: Digital Libraries: Interdisciplinary Concepts, Challenges and Opportunities. Dubrovnik, 1999. Zagreb; Zavod. Za Informacijske Studije Odsjeka Za Informacijske Znanosti: Filozofski fakultet; lovke: Naklada Benda, pp. 1991-205.
- Henning, E, Van Rensburg, W. and Smit B (2004). Finding your Way in Qualitative Research. Pretoria. Van Schaik
- Ikoja- Odonga and Mostert J. (2006). Information Seeking Behaviour: A Conceptual Framework. South African Journal of Libraries and Information Science 72(3).
- Ingwersen, P., Lioma, C., Larsen, B and Wang, P. (2012). An Exploratory Study into Perceived Task Complexity, Topic Specificity and Usefulness for Integrated Search. Royal School of Library and Information Science, Birketinget 6, DK 2300 Copenhagen S. Denmark. <http://itlab.dbit.dk/2/search>
- Jansson A. (2015). Collegial Verbalization – a Case Study on a New Method on Information Acquisition. Journal of Behavior and Information Technology 26(6).
- Jarvelin, K and Ingwersen, P. (2004). Information Seeking Research Needs Extension Towards Task and Technology. *Information Research*, 10(1). Retrieved from <http://informationr.net/ir/10-1/paper212.html>.
- Kaplan B, Maxwell J.A (1994): Qualitative Research Methods for evaluating Computer Information System, in Evaluating Health Care Information System Methods and Applications. C.A. Sage, pg 45 – 68
- Khoo C.S.G (2014). Issues in Information Behaviour on Social Media. Nanyang Technological University Singapore, Libres 24(2) 75-96.
- Kuhn, T. (1977). The Essential Tension. Selected Studies in Scientific Tradition and Change Chicago: University of Chicago Press.
- Landry (2014). A Decision of Rational and Psychological Decision – Making Theories and Models for a Cultural – Ethical Decision – Making Model Vol. 12 No 2. Pg. 12 - 17
- Leslie, Hadden (2018) Exploring Youth Information – Seeking Behaviour and Mobile Technology Through a secondary Analysis of Qualitative Data. Journal of Librarianship and Information Science
- Letsoala, B., Coetzee, J. & Ukpere, W. (2014) Stakeholders Perception of a Human Resources Development Intervention Mediterranean Journal of Social Sciences, Vol. 5 (1) 740 – 751.

- Letsoala, Coetzee, J and Ukpere, W. (2014). Stakeholders Perception of a Human Resources Development Intervention. *Mediterranean Journal of Social Sciences* Vol. 5(1) 740 – 751.
- Li, Q.A. et al (2011). Exploring the Relationship between Work Task and Search Task in Information Search
- Li, Y. & Belkin, N.J. (2010). Undertook a Study on the Exploration of the Relationships Between Work Task and Interactive Information Search Behavior.
- Maengwe, J.O and Otuya, W.I (2016). A Critical Review of Micro- Financing of Small Business in Kenya. *Pyrex Journal of Business and Finance Management Research* Vol.2 (2) 6-11
- Mordi C Et al (2014). Central Bank of Nigeria. Credit Delivery to Small and Medium Enterprises: Post Bank Consolidation in Nigeria.
- Mursu A, LuuKkonen I, Toivanen M, Korpela, M (2007). Activity Theory in Information Systems Research and Practice: Theoretical Underpinnings for an Information Systems Development Model. *Information Research* 2007; 12(3): 26p <http://informationr.net/ir/12-3/paper311.html>.
- Myers, M.D. (1997). Qualitative Research in Information Systems, *MIS Quarterly* 2(2). 241-242.
- Nardi, B.A. (1995). Context and consciousness: Activity theory and human Computer Interaction. Retrieved from <http://en.wikipedia.org/wiki/activitytheory>.
- Ndesaulwa A.P. (2016). The Impact of Innovation on Performance of Small and Medium Enterprises (MSEs) in Tanzania: A Review of empirical Evidence. *Journal of Business and Management Sciences* Vol.4 No. 1-6
- Neurosici, N. (2000). Anterior cingulated Activity During Routine and Non Routine. 3(5) 502
- Newman, J.I (2011) The Uncomfortable in any own scheme: Articulation, Reflexibility and the quality of Self. *International Review of Qualitative Research*
- Ngu'ono M.A. et al(2014). The Role of Motivation on the Performance of Micro and Small Scale Enterprises in Kisumu City Kenya. *International Journal of Advanced Research* Vol.2 No. 3 pp.30-43
- Nwale, I.K , Musaije M.O and Magbagbeola, N.O.(2011). The Role of the Informal Sector in Nigeria. Post Adjustment Economy in the Proceedings of the 1996 Annual Conference of the Nigerian Economic Society, NES, University of Ibadan, Nigeria

- Obeng, R.H. (2009) Entrepreneurship and Innovation in Ghana: Enterprising Africa Small Business Economic 32(3), 20.
- Ojenik, J.O and Olowoniyi, A.O. (2013). Estimating Growth in Investment of Micro and Small Scale Enterprises in Nigeria. Asian Economic and Financial Review Vol. 3. No. 1.
- Okoh, G.A. and Song, G.P. (2000). Financing Small-Scale Manufacture Firms in Glava.
- Okwu, Bakare G.B and Obiwuru, T.C. (2012) Business Environment, Job Creation and Employment Capacities of Small and Medium Enterprises in Lagos State Nigeria: A Descriptive Analysis.
- Olsen, M.E., Lodwick, D.G and Dunlap, R.E (1992). Viewing the World Ecologically. Boulder, C.O. West View.
- Oni, E.O., Daniya A.A. (2012). Development of Small and Medium Scale Enterprises: The Role of Government and other Financial Institutions.
- Pettigrew, K.e. (2001) Conceptual Frameworks in Information Behaviour. Annual Review of Information Science and Technology 35(43 – 78)
- Saastamoinen, M., Kumpulainen, S., Vakkari, P and Jarvelin, Kalervo (2013). Task Complexity Affects Information Use: A Questionnaire Study in City Administration. School of Information Sciences, University of Tampere, Finland. Information Research. Vol. 19. No. 4.
- Saastamoninen, M., Jarvelin, K. (2017). Relationship Between Work Task Types Complexity and Dwell Time of Information Resources. Journal of Information Science <https://doi.org/10.1177/0165551516687726>.
- Savolainen, R. (2015). Approaching the Affective Factors of Information Seeking: the Viewpoint of the Information Search Process Model. *Information Research*. Vol 20(1), March 2015.
- Schwandt, T.A. (1997) Qualitative Enquiry. Thousan Oak C.A. Sage
- Sedgi, Shahrum (2018). Exploring the Context of Visual Information Seeking. Electronic Library 36(3).
- Shika, A.M. (2017) Entrepreneurial Competencies and the Performance of Small and Medium Enterprises (SMES) in Sabon Gari Local Government Area Local Government Area in Kaduna State. Social and Administrative Science Review Vol.3, No. 2

- Snape, D. and Spencer, L. (2003). The Fundamentals of Qualitative Research. In J. Ritche, J. and J. Lewis (Eds) Qualitative Research Practice: A Guide for Social Science Students and Researches. SAGE Publications London, Thousand Oaks, New Delhi.
- Thomas, P.Y. (2010). Towards Developing a Web-based Blended Learning Environment at the University of Botswana. Doctoral Dissertation, Retrieved at [http/hdl.Handle.net/10500/4245](http://hdl.Handle.net/10500/4245) on 4th, April, 2015.
- Vakkari, P. (1997). "Information Seeking in Context: a Challenging Metatheory@", in Vakkari, P. Savolainen, R and Dervin, B. (Eds) Information Seeking in Context, Taylor Ciraham, London, pp 451-64.
- Verlag. Liao, C. & Palvia, P.C. (2000). The Impact of Data Models and Task Complexity on End-user Performance: An Experimental Investigation. International Journal of Human-Computer Studies, 52, 831-845.
- Vikkari, P (2001). A Theory of the Task Based Information Retrieval Process: A Summary and Generalization of a Longitudinal Study. Journal of Documentation, 57(1) 44-60.
- Walsham G. (1995). The Emergence of Interpret Vision in IS Research. Information Systems Research 6(4) 610-634. Retrieved at <http://iss.97.60.20/791of/papers/> on 23rd march 2017
- Wildemuth, B.M. & Hughes A. (2005) "Perspectives on the Task in Which Information Behaviour are Embedded" Theories of Information behavior, Information Today, Medforel, N.J. pp. 275 0 9.
- Willis, J. (1995). A Recursive, Reflective Instructional Design Model Based on Constructivist – Interpretivist Theory Retrieved at <http://www.quasar.valberta.ca/edpy597mappin/readings/m13willis1.htm> on 23rd March 2017.
- Wilson, T.D. (1981). "On user Studies and Information Needs. Journal of Documentation Vol. 37(1) pp 3-15.
- Wilson, T.D. (2016). A General Theory of Human Information Behavior. Proceedings of ISK: The Information Behaviour. Conference Zadar, Croatia, 20-23. Information Research vol. 21. No. 4.
- Wilson, T.D. (2016). Human Information Behavior vol (3)2.
- Xie, H and Joo (2012). Understanding Human Work Domain Interaction Implication for the Design of a Cooperate Digital Library J. AM. Soc. Inform.Sci. Techol 57(1), 128-143.
- Xie, I, (2008). Interactive Information Retrieval in Digital Environments; IGI Global Inc: Hershey, P.A.

Yahaya, M.O. (2015). Financing Small and Medium – Scale Enterprises for Sustainable Growth and Development in Nigeria: A Case Study of Sabon Gari Local Government Area, Kaduna State. *Journal of Economic and sustainable Development*. Vol. 6, 14.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology adopted for the study. Research methodology is the specific procedures or techniques used to identify, select, process and analyse information about a research topic. The chapter was discussed under the following sections:

- 3.2 Research Method Adopted
- 3.3 Population of the Study
- 3.4 Sample Size and Sampling Technique
- 3.5 Instrument for Data Collection
- 3.6 Procedure for Data Collection
- 3.7 Procedure for Data Analysis
- 3.8 Trustworthiness/ Rigor

3.2 Research Method Adopted

Qualitative research method was adopted for this study. This is because it covers issues in great depth and detail, allows for the ability to interact with research subject, avoids prejudgments and provides data collection based on human experiences. Qualitative study was used because it is concerned with understanding why things are the way they are, it is concerned with why people behave the way they do, how opinions and attitudes are formed, how people are affected by the events that go on around them and how and why cultures and practices have developed in the way they have. (Hancork, 2009, Cresswell, 2010). In view of this, the research is interested in uncovering the ways surviving MSSEs access and use information.

Access to information refers to the physical, psychological, social, cultural and political issue. It is the relationship that exists when users access information (Moholt, 1998 and Burkan, 2012). User information is from the user cognitive perspective; information use is the modification of the user knowledge structure. It is also a seeking behavior that leads to the utilization of information in order to meet an individual need (Bauazza, 1989).

3.2.1 Research Design

Research design is a specific outline detailing how a chosen methodology will be applied to answer a particular research question (Cresswell, 2010). The research design used for this study was a case study design. It focused on gaining an in-depth understanding of a particular entity, (Willing, 2008, Cresswell, 2010). This design is deemed appropriate for this study since the researcher wanted to gain understanding as to how MSSEs access and use information for the survival of their business.

3.3 Population of the Study

Population is the general large collection of individuals or objects used in research work. Nwankwo (1999) noted that the population of any research study is the universe of such group of people or object which a researcher is interested in investigating. The population of this study included all MSSEs in Sabon Gari Local Government Area, Kaduna State. Eight hundred and fifty MSSEs were registered within the period of research 2006 – 2015. Sabon Gari Local Government Area Register, (2016).

3.4 Sample Size and Sampling Technique

Sampling is the selection of a subset from the large population that would be used for the research (Rudolph, 2002). In qualitative research, all sampling techniques are purposive (Cresswell, 2003). It is the most common sampling strategy because it involves group participants according to selected criteria relevant to a particular research question. It involves selecting participants who are best to answer questions (Cresswell, 2003). This study adopted the homogeneous purposive sampling technique because units were selected based on their having similar characteristics of a particular group of interest which is subsequently examined in details. (Cresswell, 2003, Pickard, 2013), The MSSEs have similar characteristics and access and use of information would be examined in details.

3.4.1 Inclusion/Eligibility Criteria

Inclusion/Eligibility Criteria are the attributes of subjects that are essential for selection to participate. The inclusion criteria are:-MSSE's that have:-

- Micro Enterprise:-
- Capital base from one naira to five million naira
 - Employing 1 – 9 people
 - Excluding cost of land
- Small Enterprise:-
- Capital base from 1.5 million to 50 million
 - Employing between 10 to 49 people
 - Excluding cost of land

Ten MSSEs which have survived for more than five years (5 years) in Sabon Gari Local Government Area were used for this study. The MSSEs are: Shirash Petroleum, Peluto Printing Press, Devine Curtains, Soft design, Elyon Bakery, New World furniture Eche Sea investments, Mabrouq Global Link, Nagarta Block Industry and Elim. (Sabon Gari Local Government Arealocal government register, 2016.

Table: 3.1. List of Ten Selected MSSE Based on the Inclusion and Exclusion Criteria

S/N	Name	Year Established	Size Micro/Small Enterprises	Amount used in starting the business	Amount of Turnover yearly	No. Of Employees	Nature of Business	Types of Products
1.	Shirash Petroleum ltd	2002	Small	500,000	146 million 327,284	40	Oil and gas	Petroleum, Pms/Diesel & Kerosene
2.	Peluto Printing Press	1992	Micro	50,000	1 million	7	Printing	Books, jotters, spiral binding
3.	Devine Curtains	2006	Micro	60,000	1 million	4	Interior decoration	Sales of curtains
4.	Soft Design	2006	Small	8 million	3 million	10	Footwear manufacturer	Shoes, slippers & Military boots
5.	Elyon Bakery	2006	Small	70,000	1 million	8	Bakery	Bread, doughnuts & cakes
6.	New World Furniture	2006	Micro	400,000	1.5 million	48	Carpentry	Wood work, wardrobe, chairs, cupboards and doors
7.	Eche Sea investment	2006	Small	150,000	1 million	3	Retailer	Motor spear parts
8.	Mabrouq Global Link	2010	Micro	100,000	600,000	3	Printing	Printing of magazines, posters & fliers
9.	Nagarta Block Industry	2000	Small	500,000	2 million	19	Production of blocks and concrete	Blocks 9” & 6”, culvert rings
10.	Elim Poultry	2005	Micro	100,000	500,000	3	Sales of drugs, vaccines and consultations	Poultry drugs

3.4.2 Exclusion Criteria for Micro and Small Scale Enterprises

Exclusion criteria involves set of standards that do not meet up with the requirements needed for a qualitative study while inclusion criteria is a set of standards that are required to be conformed with before participants or subjects can be included in a study (Ritchie, Lewis, Nicholas & Ormston (2014)). The exclusion criteria for this study are micro scale enterprise that do not have a capital base of 1 naira to 1.5 million naira and can not employ 1 – 9 staff excluding cost of land while small enterprise are those that do not have capital base of 5 million naira to 50 million naira and cannot employ between 10 – 45 people excluding cost of land

Micro and small scale enterprise were selected based on fulfillment of standards that have been explained which is the inclusion criteria. Participants cannot join a study without satisfying a study's inclusion and exclusion criteria first (Ritchie, Lewis, Nicholas & Ormston (2014)). Therefore, the selected micro and small scale enterprises were selected based on the knowledge of the inclusion and exclusion criteria.

3.5 Instrument for Data Collection

The instrument for data collection in this study was semi-structured interview. A semi -structured interview is a method of data collection used in the Social Sciences. The interviewer and respondents engage in a formal interview. The semi-structured interview is a managed verbal and flexible discussion in which the interviewer does not follow a formalized list of questions (Ritchie & Lewis 2003 and Gillhan 2000). Semi-structured interview was most appropriate because more useful information can be obtained from the participants, there is also conversational two-way communication with the participant. Also it enabled the

researcher to get firsthand information as to how the surviving entrepreneurs access and use information for the survival of their businesses.

3.6 Procedure for Data Collection

The procedures for data collection was based on the ten MSSE's which have survived for more than five years in Sabon Gari Local Government Area. The researcher and research assistant interviewed entrepreneur who were interested, and this took a minimum of one hour amidst joke and interruptions when there were customers.

Individual in-depth interviews took place in their various shops and this lasted between 45 minutes to 1 hour. The researcher did some follow up interviews where some of the responses were not clear and also confirmed their responses. All responses for the ten entrepreneurs and interview were recorded using a tape recorder with the permission of the participants.

3.7 Procedure for Data Analysis

The data collected were analyzed using a thematic analysis. Thematic analysis is a categorizing strategy for qualitative data which has been adjudged as one of the most common techniques of qualitative data analysis (Brystrom, 2012). The method was used by Agosta and Abbas (2010) in their investigation of teen ICT use. Wildemuth (2009) used the method and concluded that "qualitative content analysis usually uses individual themes as the unit for analysis, rather than the physical linguistic units. Thematic analysis was appropriate for this study because each of the entrepreneur would be used to analyze the research work on how they access and use information for the survival of their enterprise.

Steps for Thematic Analysis

Steps to Thematic analysis are concerned with the subject or topic in general that will be used to analyze the research work. The process of analysis described by Zhang and Wildmuth (2009) was adopted for this study. This is highlighted as follows.

1. Prepare the Data: The interview in form of audio records was transcribed. The ten entrepreneurs were labeled R1 – R10.
2. Define the unit of Analysis: The number of entrepreneurs that were involved in the research was 10 entrepreneurs. All the ten were used for the analysis.
3. Develop categories and a coding scheme: The transcripts of the interview were read and re read and narratives were scanned for open codes.
4. Test your coding scheme on a sample of Text: The supervisor went through the codes generated from the narratives for consistency and adequacy.
5. Code all the text: The open codes were grouped together and those related were captured as related open codes.
6. Assess your coding consistency: Making a judgment on the coding consistently. The researcher and the supervisor checked the codes again for consistency.
7. Draw conclusions from the coded data: After coding the necessary data of the work, categories were used to label the codes identified and these categories were checked to see if they answered the research questions for the study.

8. Report your methods and findings. A good description of these categories and how they answered the research questions were documented. This also serves as basis for the interpretation of findings of the study.

3.8 Trustworthiness/ Rigor

Trustworthiness must be addressed in all research to know whether the research can be trusted and relied upon (Davies & Dodd, 2002; Lincoln & Cuba 1985). Qualitative research operates in a completely different domain with different missions and agendas with quantitative research. Qualitative research seeks to produce interpretations with an emphasis more on uniqueness and contexts. (Kalof, Dan and Dietz 2008; Bryman2012). There are four criteria of research trustworthiness developed by Lincoln and Cuba (1985) and Guba and Lincoln (1989) which have been widely cited in the social science research method literature (Kalof, Dan and Dietz 2008; Bryman 2012). To evaluate the quality of qualitative research the following are needed *credibility, transferability, dependability* and *confirm ability*.

Based on the above criteria for qualitative research which are credibility dependability, conformability and transferability as the best criteria for trustworthiness, the researcher used the following criteria for this study credibility, transferability and dependability which would be discussed below.

3.8.1 Credibility deals with the accuracy of data to reflect the observed social phenomena. In simple terms, credibility is concerned with whether the study actually measures or tests what is intended. The careful selection of organizations is considered as the first practical step toward credibility in case study research Lincoln and Cuba (1985). The following techniques that can be used in

establishing credibility are prolonged engagement, persistent observation, triangulation, peer debriefing, negative case analysis, referential adequacy and member checking (Cutcliff, J.R and Mckenne, HP, 1999). To ensure credibility, the researcher adopted prolonged engagement. Prolonged engagement and persistent observation require researchers to spend sufficient time in the field, to gain full understanding of the phenomena being investigated (Altheide and Johnson, 1994, Houghton, Casey, Shaw and Murphy, 2013). The researcher carefully selected MSSEs that have survived within 5 years based on the inclusion criteria for this study. There was also prolonged engagement, especially during the interview. The researcher used 2 months for the interview, because at some points business owners have to travel on business trips and interview had to be rescheduled. The researcher adopted individual semi-structured interviews (Kalof, Dan and Dietz, 2008). These involve the careful selection of organization which is considered as the first practical step toward credibility.

3.8.2. Transferability refers to the level of applicability into other settings or situations. As suggested by Lincoln and Guba (1985), a rich and thick explanation of research sites and characteristics of case organizations should be provided to enhance transfer ability. While it is certain that the data from a qualitative study is not reproducible, it is not impossible to apply a qualitative study in a different setting. Research findings that are drawn from rich descriptions on the current state of play of observed practices have the possibility of being transferred into a different study. The researcher will provide information so that the findings are meaningful to people in similar situations. The research has provided enough

information to access and use information that will enable entrepreneurs to prosper in their various businesses.

3.8.3. Dependability: corresponds to the notion of reliability which promotes replicability or repeatability. Dependability can be achieved by a detailed explanation of the research and process to enable future researchers to follow a similar research framework. It should be noted that the application of the research model by a future researcher is not necessarily targeted at getting a similar result. Enhancing dependability can be achieved by presenting detailed and step by-step explanation of the research processes undertaken, as well as providing the main instruments used to gather empirical data, e.g. the list of interview questions (Saumure, K and Given L.M, 2008).

3.8.4. Confirmability: -is the last criterion of Trustworthiness that a qualitative researcher must establish. This criterion has to do with the level of confidence that the research study's findings are based on the participants' narratives and words rather than potential researcher biases. Confirmability is to verify that the findings are shaped by participants than they are shaped by the researcher. Which was done by the researcher.

REFERENCES

- Altheide, D.L. & Johnson, J. M. (1994). Criteria for Assessing Interpretive Validity in Qualitative Research. In Denzin in N. K. Lincoln Y.S (Eds). Handbook of Qualitative Research. First edition. Sage Publications. Thousand Oaks CA
- Agosto, D. E. & Abbas, J. (2010). High School Senior Social Network and Other ICT Use Preference and Concerns. Proceedings of the American Society for Information Science and technOlogy 47(10), 1-10.
- Bouazza A (1989). "Information User Study: Published in Kent, Allen Encyclopedia of Library and Information Science Vol (44) N.Y
- Bystram, A. (2012), Social Research Methods, 4th ed., Oxford University Press, New York.
- Carpenter, R.E and Peters on, B.C (2002). Is the Growth of Small Firms Constrained by Internal Finance? The Review of Economics and Statistics MIT Press, Vol.84 No.2 298 – 309.
- Cresswell, (2010). Research design: qualitative, quantitative, and mixed method Approaches. Thousand Orks, California Sage Publications, inc.
- Cresswell, (2012). Research Design: Quantitative, and Mixed Method Approaches. Thousand Orks, California Sage Publications, Inc.
- Creswell, J. W. (2003). Research Design Qualitative, Quantitative and Mixed Methods Approaches (2nded) Thousand ocks, California, Saga Publications.
- Cuba, E.G. and Lincoln, Y.S. (1989), Fourth generation evaluation, Sage Publications,Newbury Park, California.
- Cutcliff, J.R. and Mckenne, H.P (1999). Establishing the Credibility of Qualitative Research Findings: The Plot Thickens J. Adv. Nurs 30(2) 374-80.
- Davenport T. H. (2013). Companies Value Curiosity But Stifle Anyway Analysis 3.0
- Davies, D. & Dodd, J (2002), Qualitative Research and the Question of Rigor. Qualitative Health Research, Vol 12(2): 277-289.
- Dervin. B. (2010). Sense making Theory and Practice: An Overview of User intereSts in Knowledge Seeking and Use. Journal of Knowledge Management 2 (2): 36-46.

- Finle, A. S. (2000). The Role of the Researcher in the Qualitative Research Process. A. Potential Barrier to Archiving Qualitative Data.
- Gillham, B (2000). Developing a Questionnaire London: Continuum in MOHAMMAD Zohrabi (2013) Mixed Method Research: Instruments, Validity, Reliability and Reporting Findings. *Theory and Practice in Language studies*, vol 3, No, 2 pp 254 – 262 Academy Publishers Manufactured in Finland.
- Hancork, B (2009). An Introduction to Qualitative Research
- Helsper, E. J., & Enyon, R. (2010). Digital Natives: Where is the Evidence? *British Educational Research Journal* 36(3); 503-520 <https://www.ords-yh.ac.uk/./5>
- Kalof, L., Dan, A. and Dictz, T. (2008), *Essentials of Social Research*, McGraw-Hill, New York.
- Lawson, B. (2007). Access to finance for MSSEs. Retrieved from <http://www.cenbank.org/fss/mon/fss2020presentation%20at%20international%20conference.ppt>. Accessed on 8 June, 2019.
- Lincoln, Y.S. and Guba, E.G. (1985), *Naturalistic Inquiry*, Sage Publications, Beverly.
- Lofland, J., and Lofland, L. (1995). *Analyzing social settings: A Guide to Qualitative Observation and Analysis*. 3rd ed. Belmont: Wadsworth.
- Moholt R. (1998). Research issues in information access in rethinking the library in the Information age Vol.15 *Issues in Library Research*, Washington D.C. Department of Education.
- Nwankwo, C. (1999) *Research Journal in Organizational Psychology and Educational Studies* Vol.4 No.2
- Pickard, P. J. (2013). *Research Methods in Information*, 2r ed. London: Facet. *Research Journal of Finance and Accounting* Vol. 6, No 8, 2015.
- Ritchie, J. and Levis, J. (2003). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. Thousand oaks, CA: Sage Publications.
- Ritchie, J., Lewis, J., Nicholas, C.M. & Ormston, R. (2014). *Qualitative Research Practice 2nd edition: A Guide for Social Science and Researchers*. SAGE Publications London, Thousand Oaks, New Delhi

- Rouse, M. (2014) Data Analytics definition. Data Management Techtargot. Corn/Definition/Data-Analysis.
- Rudolph, J. (2002). Research Sampling Techniques in Education. New York: Pitman P 168-187
- Saumur K and Given, L.M (2008) Convenience Sample. The Sage Encyclopedia of Qualitative Methods.
- Wildemuth B.M (2009). A Qualitative Content Analysis: Santa Babra C.A Greenwood
- Willing C. (2008). Introducing Qualitative Research in Psychology. Adventures in Theory and Method. London: Open University Press.
www.sciencedirect.com/science/article/pii/S1877042814050332.
- Zhang and Wildemuth (2009). Qualitative Analysis of Content in Wildemuth, B.M. (ed), Applications of Social Research Methods to Questions in Information and Library Science. Libraries Unlimited, Westport, CT, Pp 308 – 319.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This Chapter analysed the interviews on access and use of information among surviving micro and small scale entrepreneurs in Sabon Gari Local Government Area, Kaduna State. Data in the form of phrases and sentences related to the research questions raised were collected from ten (10) respondents of entrepreneurial backgrounds. They are Shirash Petroleum Ltd., Peluto Printing Press, Devine Interior Decoration, Mabrouq Global Link, Soft Design, Echea Sea Nigeria Limited, Nagarta Block Industry, New World Furniture, Elim and Elyon Bakery. The responses gathered from in-depth interview of the respondents were transcribed word by word. The data collected were analysed in a Microsoft word table template. The responses provided multiple views and insights into the access and use of information among surviving micro and small scale entrepreneurs in Sabon Gari Local Government Area, Kaduna State. The analysis produced one hundred and five codes (105) codes, the subcategories and the categories were presented in a data coding template.

4.2 Data Analysis

Data analysis in qualitative research is the process of systematically searching and arranging the interview transcripts, observation notes, or other non-textual materials that the researcher accumulates to increase the understanding of the phenomenon. The process of analysing qualitative data predominantly involves coding or categorising the data. Basically it involves making sense of huge amounts of data by reducing the volume of raw information, followed by identifying significant patterns, and finally drawing meaning from data and subsequently building a logical chain of evidence (Patton MQ 2002).

In this study data in the form of phrases and sentences about access and use of information were collected from ten (10) participants. Each of the ten (10) interviews were transcribed, read, examined, reexamined using an analytic inductive process described by Creswell (2012) whereby the “researcher worked back and forth between the themes and the database until the researcher had established a comprehensive set of themes”. As a result, while reading the transcribed interviews, the researcher underlined sentences, phrases, and words that best described the respondents’ actions, thoughts and understanding of access and use of information among surviving micro and small scale entrepreneurs in Sabon Gari Local Government Area, Kaduna State. Following these steps, the researcher read through the narratives looking for variances and similarities in the narratives. The four research questions generated seventy (70) codes, twenty (20) reoccurring topics were identified as sub-categories for the entire study. The twenty sub-categories were then further generated into seventeen (17) categories.

Table 4.1 Depicts the Sub-categories and emergent categories from the narratives related to the four research questions that were raised for this study.

Table 4.1: Data Analysis by Categories and Sub-categories

Research Question	Categories	Sub-categories
1. What products generate high turnover for surviving enterprises in Sabon Gari L.G in Sabon Gari Local Government Area	1. Energy and automobile spare parts 2. Printing 3. Household facilities 4. Foot wares 5. Pastry 6. Building and construction 7. Veterinary Medicine	1. Energy and motor spare parts 2. Book Production 3. House hold furnishing 4. Shoes 5. Fast foods 6. Building and construction 7. Drugs for Poultry and poultry feeds
2. How do surviving MSSEs access information on products with high turnover in Sabon Gari Local Government Area	1. Social networks 2. Fliers 3. Internet 4. Friends	1. Dealers 2. Handbills 3. Online 4. Accomplices
3. How do surviving MSSEs use information on products with high turnover in Sabon Gari Local Government Area?	1. Production 2. Improvement 3. Competition	1. Manufacturing 2. Upgrading 3. Rivalry
4. What are the sources of information available to MSSEs on products with high turnover in Sabon Gari Local Government Area?	1. Business owners 2. Mass Media 3. Staff	1. Supplier 2. Internet 3. Employee
5. How does the theory of information activities in work task explain how MSSEs in Sabon Gari Local Government Area access and use information	Information seeking	Information types and Information sources
Total	18	19

The eighteen wide categories for 5 research questions raised for this study emerged from underlying issues as to how entrepreneurs access and use information in Sabon Gari Local Government Area, Kaduna State.

The 18 wide categories and 19 subcategories as shown in the data analysis in Table 4.1 above were analyzed based on each research questions raised.

These are shown in the analysis below.

4.2.1 Interview Analysis

1. What products generate high turnover for surviving Entrepreneurs in Sabon Gari Local Government Area?

Respondents were asked to identify products with high turn-over. From their narrative a theme emerged namely products in High Demand. This theme is made up of seven categories. The categories are explained below. Energy and Automobile spare parts, printing, household facilities, foot wears, pastry, building and construction and veterinary medicine.

4.2.1.1. Category One: Energy and Automobile Spare Parts

This category depicts narratives related to energy and automobile spare parts to be the products which generate high turnover. This category has a single subcategory 'Energy and motor spare parts'. The sub-category is explained below:

Energy and Motor Spare Parts

Chemical and mechanical constituents have proven to be a vital source of livelihood in culinary, transportation and power generation activities. There is an increased demand for energy resources and motor spare parts which is evident in the

rising number of the population in Sabon Gari Local Government Area largely due to the growing academic and economic activities attracting disparate interests all over Nigeria. As such, the need for resources such as Dual Purpose Kerosene (DPK) and Premium Motor Spirit (PMS) coupled with other external vehicular components (motor spare parts) cannot be over emphasized. However, in responding to the questions related to the products generating high turnover, entrepreneurs shared the following details for each of the products;

- i. **Kerosene:** In Sabon Gari Local Government Area, kerosene is one of the products with high turnover. Customers get information as to where to buy kerosene with accurate measurement. An entrepreneur in a filling station discussed that residents in Sabon Gari Local Government Area are aware of the inappropriateness involved in the process of dispensing kerosene to customers during sales. As such, they patronize the filling stations dispensing favorable measurement of kerosene to their satisfaction. However, he further disclosed that customers in Sabon Gari Local Government Area patronize mini depots whose measurements are considered appropriate and satisfactory. The respondent added that “some people even prefer coming from far distance to buy kerosene even with a small gallon.”
- ii. **Petrol:** Similar to kerosene, petrol is a product with high turnover in Sabon Gari Local Government Area. Petrol is used for powering machineries, engines and other mechanical products. One respondent reported that their pump measurement attracts a lot of customers. He further stressed that customers compare their pump measurement with other petrol stations and found out that their own is cheaper than any other station. He added that “the customers themselves compare the measurement they are getting with other stations,

that's why you see people rushing, at times when you come, you see people queuing up as petrol is scarce. "But if you go to other stations, you see them now sitting down waiting for customers"

- iii. **Motor spare parts:** Customers need automobile spare parts to replace damaged parts. Vehicle owners and motor mechanics are interested in the quality of the products. Meanwhile, motor spare parts seller discussed that an observed shortage of a particular product led to a switch to another which was responsible for high turnover. He added that "While years back it was Mercedes, but as we are watching the road, we see that Mercedes is dropping, Toyota that were not in before is increasing in number, we added it and dropped Mercedes, but Honda continued"

4.2.1.2. Category Two: Printing

This category reports narratives related to printing services as a business generating high turnover. The category has a single sub-category 'book production'. The subcategory is explained below:

Book production

It is of paramount importance to give credence to book production when it relates to issues regarding academic, social, political and economic activities. In Sabon Gari Local Government Area, book production is important such that examination question papers and school registers are made available on academic level. In the same vein, political bookers would find victory in their political quests akin to an uphill task as the need for ceaseless campaigns and publicities remain subjected to printing activities. Equally, businesses thrive better and faster when a properly marketing strategy, referrals and advertisements are ensured through making

handbills, leaflets and other business cards available. Hence, in responding to the probings which sought to uncover the various products generating high turnover, a respondent shared the following regarding his products.

- i. **Printing of Answer Sheets:** Academics and school administrators seek for the services of printers in Sabon Gari Local Government Area to produce paper materials used for answering examination questions in schools for their students or pupils. However, an entrepreneur shared that institutions offer the production of printing answer sheets to them in large quantities and customers patronize them daily. The Entrepreneur added that “answer sheet consumes a lot of paper, talk about 250 rims, when others cannot consume up to 200 rims. They come every day or every week. Maybe answer sheet may come from IJMB now, I will do it a lot. Schools when they want to do exam, they will give us answer sheet”.
- ii. **A3 Paper for Printing:** Similar to printing of answer sheets, A3 paper for printing is a product that has high turnover in Sabon Gari Local Government Area. These papers are used for architectural activities by students of Architecture for designs and plans. The customers are usually undergraduate and postgraduate students who are involved in drawing activities and always require his services on daily basis. He added that “Anytime we have the A3 in large quantity, we enjoy. But the A1 and A2, we hardly get too much. But A3 is on a daily basis. So that one has more turnover”
- iii. **A4 Paper:** A4 papers are also products of high turnover in Sabon Gari Local Government Area. They are mostly used in Sabon Gari Local Government Area for office activities such as printing and photocopying activities. An

entrepreneur discussed that in order to attract the interest of customers, he travels to get the best quality papers which is better than his competitors'. As such, he added that "Me I go as far as going to Kaduna to buy my own A4 paper which is 100g whereas some are buying 80g, 75g and 70g but me that quality, that paper has a higher quality, is thicker"

4.2.1.3. Category Three: Household Facilities

This category reports narratives related to household facilities as a business generating high turnover. The category has one (1) subcategory 'household furnishing as explained below:

Household Furnishing

There is the need for curtains and bed for comfort which ensures an aesthetically pleasing environment at homes. Hence, the need for curtains and other beautification tools which explains the high turnover rates in the business of household facilities. A respondent gave insights into the following regarding his products as follows;

- i. **Curtains:** These are products that generate high turnover in Sabon Gari Local Government Area. An entrepreneur indicated that customers assist them to sell more by introducing other people to patronize their business. He added that "at time we have customers, so along the line they come across people that need curtains, they will inform us to give people our number to contact us or they will refer people to buy our products.
- ii. **Curtain rod:** Similar to curtains, curtain rod is a product with high turnover in Sabon Gari Local Government Area. Quality curtain rods are sold to add

beauty to the curtains. An entrepreneur shared that customers in Sabon Gari Local Government Area who are financially buoyant purchase these rods even when they are expensive because they are not domestically produced. He added that; “we are not the producers, we only buy and sell. Pipes are not manufactured here in Nigeria. As such, we only buy them when they come”

- iii. **Bed:** Is one of the products that generate high turnover in Sabon Gari Local Government Area. The beds produced in Sabon Gari Local Government Area are in high demands by customers. According to a carpenter in Sabon Gari Local Government Area, he discussed that they are conscious of people’s need for comfort, as such, a well-built bed attracts the interest of customers and this yields a high turnover for them. He stressed that; “Most of all is bed, secondly wardrobes. Those are the two products that we mostly produce.”

Wardrobe: Wardrobe is also one of the products with high turnover in Sabon Gari Local Government Area, a well-designed quality wardrobe attracts customers. A carpenter noted that among his products generating high turnover is wardrobe. A well designed wardrobe with various components which can accommodate various sets of clothing is always in high demand in Sabon Gari Local Government Area. As such, this leads to entrepreneurs generating high turnover from these products.

4.2.1.4. Category Four: Foot Wears

This category indicates narratives related to foot wears being a business that generates high turnover. The category has a single subcategory ‘shoes’. The subcategory is explained below:

a. Shoes

Worldwide, shoes are known for their utmost importance for protection against harsh weather and for beautification. Shoes carry an avalanche of importance they would always be required for individuals call ages. As such, this opportunity has been tapped into by some business owners in Sabon Gari Local Government Area, such that they go into the production of all sorts of shoes for sales. When asked regarding the products generating high turnover, one of the respondents shared that there are mainly two kinds of shoes as discussed below.

- i. **Fashion shoes:** Are products that generate high turnover in Sabon Gari Local Government Area. Entrepreneurs indicated that virtually everyone in Sabon Gari Local Government Area loves wearing fashion shoes, because it brings out the beauty of the dressing of individuals, both young and old go for fashion shoes. An entrepreneur discussed that “the basic products that have high turnover has to just do with fashion shoes. Sabon Gari Local Government Area residents are insatiable when it comes to their sense of humor with fashion. But basically it’s fashion shoes”.
- ii. **Paramilitary shoes:** Are also products that generate high turnover in Sabon Gari Local Government Area. The paramilitary shoes are meant for military officers. According to a shoe designer in Sabon Gari Local Government Area, the government orders for them from the local micro and small scale producers because of the banned importation lately imposed on foot wears. He noted that “We also have paramilitary shoes. Officers’ shoes precisely. These are the ones that actually sell more”.

4.2.1.5. Category Five: Pastry

This category indicates narratives related to pastry business as being that which generates high turnover. The category has one subcategory ‘fast food’ as explained below:

Fast Food

Most residents in Sabon Gari Local Government Area especially adults and sometimes children, working class, travelers, market women, petty traders buy fast foods like bread and doughnuts for convenience. The need for refreshment at social gatherings has also brought the need for fast foods. As such, entrepreneurs in Sabon Gari Local Government Area have taken such advantage as a business opportunity which has yielded high turnover. In responding to the questions asked, one of the entrepreneurs shared the following about her products;

- i. **Bread:** Is a product that generates high turnover in Sabon Gari Local Government Area. The entrepreneur indicated that most families love taking bread as breakfast because it is the easiest meal that can be taken especially where there are children rushing to go to school in Sabon Gari Local Government Area. According to her, when asked about the products which yield high turnover, respondent disclosed that “that should be the bread and doughnut.”
- ii. **Doughnut:** Similar to bread, doughnuts also are product that generate high turnover in Sabon Gari Local Government Area. Doughnut can be taken as lunch during break and can be taken during social gatherings such as parties.

A caterer added that; “bread and doughnut are the products that generate high turnover in her business.”

4.2.1.6. Category Six: Building and Construction

This category indicates narratives related to building and construction as a business which generates high turnover. The category has one subcategory ‘Building and construction’ as explained below:

Building and Construction

Entrepreneurs in Sabon Gari Local Government Area indicated that the rising need for residents to provide shelter for themselves coupled with Government’s intervention to improve the society with different infrastructures has led to a high yield in turnover for their businesses. As such, one of the entrepreneurs discussed that government agencies’ patronage has really improved their level of sales “You see a local government can come here and demand for 500-700 pieces of rings. People build more with 9 inches than 6 inches” thus, in elaborating further, the entrepreneur gave insight into some of his products as discussed below;

- i. **Nine inches blocks:** In Sabon Gari Local Government Area, 9 inches blocks generate high turnover because they are mostly used for building houses and other structures such as poultry houses. According to a respondent, there is a high demand for 9 inches blocks. He noted that “People build more with 9 inches than 6 inches.”
- ii. **Culvert rings:** Similar to 9 inches blocks, culvert rings generate high turnover in Sabon Gari Local Government Area because culvert rings are used as channel of water for houses. A respondent discussed that local government

representatives and individuals buy a large number of culvert rings to install in villages for good drainages. He noted that “Culvert rings are rings that are normally used for drainages. Local Government representatives award contracts to people for construction in villages too.

4.2.1.7. Category 7: Veterinary Medicine

The category indicates narratives to veterinary medicine as a business that generates high turnover. The category has one sub-category. Drugs for poultry and dogs.

- i. **Drugs for Poultry:** This generates high turnover in Sabon Gari Local Government Area. It was discovered in Sabon Gari Local Government Area that most poultry owners that use the appropriate drugs as specified, bring up well-bred chickens. According to a veterinary medical drug seller “chicken drugs turnover is very impressive”.
- ii. **Drugs for Dogs:** Are products that generate high turnover in Sabon Gari Local Government Area. The respondent said that dog owners who treat their dogs accordingly bring up healthy dogs without rabies infection. She noted that “some of the people that produce dog drugs, also produce their vaccines too”.

2. How do surviving MSSEs access information on products with high turnover in Sabon Gari Local Government Area?

The following categories emerged from research question two (2) which are: social networks, fliers, Internet and friends.

Category One: Social Networks

This category indicates narratives through which micro and small scale entrepreneur's access information related to high turnover. The subcategories are dealers, handbills, online and accomplices as described below.

Dealers: In Sabon Gari Local Government Area, market dealers are some of the sources of information to entrepreneurs in accessing information regarding products with high turnover. Entrepreneurs have linkages with wholesalers and dealers. For example, dealers send them information as regards increase of the product which will make them increase the products they had to enable them balance up.

Category Two: Fliers

This category indicates narratives related to flier as the source through which micro and small scale entrepreneurs access information related to high turnover. The category has one sub-category 'Handbill'. The sub-category is explained below;

Handbills: In Sabon Gari Local Government Area, handbills play an important role to access information for the success of micro and small scale entrepreneurs in generating high turnover products. An entrepreneur noted that when their names and phone numbers are on handbills, they receive information that will help their organisation to strive. In his words, "when hand bills are distributed, and the names are indicated, people make contact with us".

Category Three: Internet

This category indicates narratives related to Internet as the source through which surviving micro and small scale entrepreneurs access information related to high turnover. The category has one sub-category 'online' as described below;

Online: Online activity is an excellent means by which micro and small scale entrepreneurs access information. Entrepreneurs in Sabon Gari Local Government Area search for more information about their products through the Internet that normally will not be made available around them. An entrepreneur disclosed that some people air their products online so that others can access it. She noted that “there are some people that have aired their products online, you source for information concerning their products, you get their names and their address”

Category Four: Friends

This category indicates narratives related to friends as the source through which surviving micro and small scale entrepreneurs access information related to high turnover. The category has only one sub-category ‘Accomplice’ as described below;

Accomplices: In Sabon Gari Local Government Area, entrepreneurs indicate that accomplices have played a very important role in terms of access to information. According to an entrepreneur, he gets important information which assists his business from accomplices. He stated that, “We try to go out, we meet friends, when you make a friend you pass an information”. Similarly, a business centre owner in Sabon Gari Local Government Area also shared that information from friends enable him to access quality machines for his business. He discussed that “Then when I wanted to buy this DI machine, I saw it in one of my friend’s shop. After testing it, I saw that it was clear and I bargained. After a long talk we all settled for a fair price”

3. How do MSSEs use information on products with high turnover in Sabon Gari Local Government Area?

Research question three (3) the following categories emerged which are; production, improvement and Competition.

Category One: Production

This category reported narratives related to how surviving micro and small scale entrepreneurs use information associated to high turnover products by production of goods and services. The category has one sub-category ‘manufacturing’ as described below;

Manufacturing: Entrepreneurs in Sabon Gari Local Government Area use information to manufacture products for the success of their businesses in order to generate high turnover products. Entrepreneurs in Sabon Gari Local Government Area create value or wealth by making goods and services available. An entrepreneur discussed that he moves to schools and make samples related to their school products and offers to them. He noted that “I move to some schools, for instance, the register at your back is for Pasras School, we made the sample, we attach their cover, write their name on it, we give to them”. In the same vein, another entrepreneur revealed that the limited supplies of shoes encouraged them to produce more shoes. Hence, he shared that “if you enter most shops around now, you will seldom see plenty shoes, so we swing into action, produce shoes and supply to them”. This is due to the fact that Federal Government has stopped the importation of shoes.

Category Two: Improvement

This category reported narratives related to how surviving micro and small scale entrepreneurs use information associated to high turnover products by improvement of goods. The category has the following sub-category ‘upgrading as described below;

Upgrading: Is one of the means entrepreneurs use for the survival of their business to generate high turnover products. Entrepreneurs in Sabon Gari Local Government Area raise their products to a higher standard which generates more high turnover. An entrepreneur disclosed that she considers public opinion regarding her products, in terms of quality and the behaviours of her staff. According to her, “the major complaint about our bread is that it does not have much butter and some can tell you that your sales person is rude or they can tell you that the bread is too brownish, or is too whitish, so we use this information, to make the production better”. Similarly, another entrepreneur also indicated that they attend conferences and seminars in order to facilitate better sales. In her words “We attend seminars and forums, so that any information we get from there, we impart it on our customers”

Category Three: Competition

This category reported narratives related to how surviving micro and small scale entrepreneurs use information associated with high turnover products through competition. The category has the following sub-category ‘Rivalry as described below;

Rivalry: Is a very good strategic means which entrepreneurs in Sabon Gari Local Government Area use for the survival of their business to generate high turnover

products. Entrepreneurs in Sabon Gari Local Government Area are motivated to use information that will facilitate and improve their businesses to edge competition. According to an entrepreneur, he seeks for information about quality products in order to sell more than his competitors nearby. He noted that ‘Competition is good but is a threat to the business. When you have a competitor he makes you to have more innovation, it makes you to have more enquiries on how to have an edge over him, by trying to get something better than what he’s giving’.

4. What are the sources of information available to MSSEs on products with high turnover in Gari Local Government Area?

Research question four (4) generated three categories which are: Business owners, mass media and staff as well as three sub-categories: - supplier, Internet and employee.

Category One: Business Owners

This category reported narratives related to how surviving micro and small scale entrepreneurs access information in selling products associated to high turnover. The category has one sub-category ‘Supplier’ as described below;

Supplier:

Information has proven to be one of the driving tools for achieving business excellence overtime on the commercial scene. Entrepreneurs in Sabon Gari Local Government Area receive information from suppliers about products which would ensure high turnover and quick sales, due to quality, durability and high utility propensity of the products. As such, an entrepreneur disclosed that their suppliers play vital roles in ensuring how they get information about products related to high

turnover. In his words, ‘our dealers inform us about all the products they have and sometimes we observe the level of scarcity and surplus level of vehicles. This helps us in getting the best products to sell’.

Category Two: Mass Media

This category reported narratives related to how micro and small scale entrepreneurs access information in selling products associated with high turnover. The category has one sub-category, Internet as described below;

Internet: The entrepreneur used the Internet to get information online. “When I sense scarcity of shoes, for example the recent banning of importation of military and paramilitary shoes by the federal government. In short, I access information through the Internet”.

Category Three: Staff

This category reported narratives related to how micro and small scale entrepreneurs access information in selling products associated with high turnover. The category has one sub-category ‘Employee’ as described below;

Employee:

In Sabon Gari Local Government Area, entrepreneurs have indicated that their employees play a vital role in marketing their products in order to yield a high turnover. Entrepreneurs assign a group of personnel to establish economic relationship with the outside world. Such relationships make possible effective managerial decisions and actions to be taken, as accounts are being taken regarding customers’ interests and business needs. One of the entrepreneurs Nagarta block industry shared that “our marketer goes out to conduct survey in order for us to ensure better delivery

in our business”. Additionally, another respondent Eche Sea investment disclosed that the organization’s driver goes out to establish relationship with customer. From there, information regarding the organization’s strength and weaknesses are derived for better future decision making.

5. How does the theory of information activities in work task explain how MSSEs access and use information in Sabon Gari Local Government Area?

This research question generated just one category namely information seeking.

Information seeking category is made up of two subcategories namely information types and information sources.

Information types: This subcategory emerged as an explanation of how surviving entrepreneurs use and access information.

A respondent remarked that “we access and use different types of information, like product information and information on competition. Similarly, another respondent opined that “we access information in raw materials and sources of supply”.

Information sources: This subcategory emerged as an explanation of how entrepreneurs access and use information. A respondent said “we use people in getting information”.

4.3 Discussion of Findings

The purpose of this study was to investigate how surviving entrepreneurs in Sabon Gari Local Government Area access and use information for the survival of their enterprise. For this study, products of high turnover identified by the

entrepreneurs were examined. Qualitative Research Methodology was adopted to explore how surviving entrepreneurs access and use information for the survival of their enterprise. To achieve this, the researcher interviewed ten surviving entrepreneurs whose enterprises had survived for more than 5 years since their inception in Sabon Gari Local Government Area, Kaduna State, Nigeria. This chapter therefore discussed the major findings as to how surviving entrepreneurs access and use information as regard products with high turnover in Sabon Gari Local Government Area in Kaduna State. Five research questions were used for the discussion which are as follows.

Research Question One: What products generate high turnover for surviving entrepreneurs in Sabon Gari Local Government Area

Findings indicate that products with high turnover include: energy products, automobile spare parts, printing services, household facilities, foot-wares, pastries, building and construction materials and veterinary medicine. These products yield high-turnover because they are constantly in high demand.

The above products would be discussed starting with energy products. energy products are in two categories that is kerosene and petrol. Kerosene is a product that is in high demand because it is used by all categories of people irrespective of their socio-economic status. It is not every entrepreneur selling kerosene that is successful. Success is measured by how honest they can be with customers when it comes to giving correct measurement (in litres) to customers. A similar situation obtains with petrol. Customers compared their pump measurement (Shirash Petrol station) with other petrol stations and found out that their own is cheaper than any other stations, and added that, that is why people rush and patronize their filling stations.

Similarly, Printing Services are in high demand in Sabon Gari Local Government Area. What accounts for this is the fact that there are a lot of printing press that produces note books, jotters, invitation cards and calendars. In addition Sabon Gari Local Government Area is an academic environment and this makes the business of printing services to thrive. The tertiary institutions, secondary and primary schools are always in high demand of A3 and A4 papers for book production, and printing of answer sheets/booklets. The A3 paper is also in high demand because students of architecture and fine arts of both undergraduate and postgraduate levels find it easy to purchase these materials for use. The A4 papers are very useful for office activities such as printing, photocopying, scanning, thus making the patronage very high and this result in high turnover.

Household facilities are products that are in high demand in Sabon Gari Local Government Area. These facilities include curtains, curtain rods, beds, and wardrobe. Curtains are in high demand in Sabon Gari Local Government Area because high class, middle class or low class must use curtains as coverage to the doors and windows from outside intrusion. Another reason is that some customers love well sewn curtains with beautiful designs. When they are satisfied they introduce other customers which make it a product in high demand. Apart from curtains, customers love curtain rods that are imported and well designed and this adds beauty to the curtains. Customers buy them a lot, even if they are expensive. More so, customers in Sabon Gari Local Government Area appreciate beds that are well designed and well-built because of the comfort they derive from the products making them products of high turnover. Similarly, a well-designed wardrobe with various compartments attracts customers. Customers love this type of product because they can keep many

things in the compartments. Most parents and children keep their things in different parts of the wardrobe.

Foot wears are also in high demand. In this study, foot wears are in two categories – Fashion shoes and Paramilitary shoes. Some people wear fashion shoes because they want to identify with what is in vogue. Moreso, fashion shoes are status symbol that brings respect to the person wearing them this makes fashion shoes a product of high turnover, while paramilitary shoes are mainly worn by military and paramilitary personnel. The high demand for Foot wares also came when the present government banned the importation of military shoes. Samples produced are of standard quality and this has resulted in high demand.

Pastries are also a product in high demand. The use of pastry is very good in the preparation of fast foods which include bread, doughnuts, pancake and so on. These foods are easily made or bought for the convenience of some families who have school children, students and even workers who hurry out of their houses to work and school. This makes consumers save time and cost.

Building and Construction Materials are also products that are in high demand. Many people in Sabon Gari Local Government Area desire to have their own houses. Government uses these companies for building of houses and construction of other structures like culvert rings. These companies use more of nine (9) inches blocks for the construction of houses and other structures and the usage of culvert rings for channeling water as well as for drainages thereby making them product of high-turnover.

Veterinary Drugs are products in high demand. The use of appropriate drugs for chickens brings up well matured chickens which will generate high-turnover.

Drugs for dogs also bring up healthy dogs that will not be rabied this brings about high-turnover.

Theoretical explanation of Law of Demand and Supply (Nair. S.H. and Chintagunta, 2014) can interpret the high turnover of products by virtue of high demand. Law of demand and supply stipulates that when a product is in high demand, supply of such products will also be high. Consequently, there will be high turnover of such products. But this is dependent on the prices. There are however, some goods that have high demand even as prices rise. Goods like foot wares have high demand even as the prices increase because the higher the prices the higher the status of those who wear them. More so, Giffen Goods theory explains some products that are not price dependent. Products like pastries, veterinary drugs etc, (Hartman and Nair, 2014). From the Information Science perspective, entrepreneurs in the study setting, access and use information on these high demand products to prosper in their businesses.

Research Question Two: how do MSSEs access information on products with high turnover in Sabon Gari Local Government Area

Surviving MSSEs access Information with regards products with high turn-over through the following: Social networks, Internet and handbills/fliers and friends. These are sources of information that are characterized by their ease-of-use, convenience, trustworthiness and familiarity.

Findings indicate that social networks are one of the ways surviving MSSEs access information on products with high turn-over. In this study setting, social networks include business associates. Business associates include dealers. An entrepreneur can easily get his products just by communicating to a dealer. For

example an entrepreneur made a request for the supply of 1000 bags of cement to be delivered by the dealer just by information. Friends also help in accessing information for example, a friend introduced a friend to enable him buy a printing machine at a lower price to boost his business. The fact that entrepreneurs rely on friends and social networks for information is not surprising. This is because for decades information science scholars have noted that people tend to rely and seek information that is easily accessible, preferably from interpersonal sources such as friends, relatives or co-workers rather than from institutions or organizations.

The Internet is also a source of information that is known for its ease of use. It was through the Internet that Soft Design one of the entrepreneur knew of the ban on importation. For instance, it was through the Internet that surviving MSSEs knew of the ban on the importation of military foot-wears. They also have a wide variety of goods and services for the customers. It is also easy to use, since the lowering cost of the Internet has made it with ease. All it takes is to subscribe to a data plan.

Handbills/fliers are also another way surviving MSSEs access information on products with high turn-over. For example, Peluto Printing Press, Devine Interior Decoration include the contact addresses and phone numbers of the suppliers of papers and curtains. This makes it easy for surviving MSSEs to reach out to the suppliers.

Research Question Three: How do MSSEs use information in Sabon Gari Local Government Area?

Findings indicate that entrepreneurs use information in regards to products with high turnover in decision making. These decisions are in the Areas of production,

improvement and competition. These decisions are influenced by types of information that the entrepreneurs access. The information accessed by entrepreneurs include: product information, improvement on raw materials, and information on competition.

An entrepreneur that produces bread used the product information from the customers to improve the colour of the bread, so as to increase sales. Another entrepreneur that produces shoes brings together the information of production necessary to produce, offer and sell desired products and services. For example an entrepreneur that produces shoes had an information that the Federal Government had stopped the importation of paramilitary shoes and this prompted him into massive production of paramilitary shoes.

Similarly, entrepreneur use information on competition which has to do with the entrepreneur deciding on how to have competitive advantage over other competitors in the business. In this study setting, entrepreneurs get quality products from known brands to stay ahead of other competitors. The entrepreneur used the information on competition to fix prices for their products e.g household curtains, by comparing prices with that of other locations.

Research Question Four: What are the sources of information available to MSSEs on products with high turnover in Sabon Gari Local Government Area?

Findings indicate that MSSEs source information in regards selling products with high turnover through the following: Business owners, Mass media and Staff.

Business Owners

In Sabon Gari Local Government Area, business owners acquire information from their suppliers who are in a better position to inform their business owners the

quality and durability of the products and how customers rush for a particular product. The business owners key into this information fast thereby making the products to be of high turnover. The findings are that fast information on a product that sells well gives it a high turnover.

Mass Media

Findings indicate the mass media as another way entrepreneur access information in selling products with high turnover. In this study setting, for instance, the entrepreneur that sells foot wares got to know of the banning of imported shoes from news on the mass media.

Staff

The staff of an organization plays a vital role in the selling of a product of high turnover. When a committed employee establishes economic relationship with customers, he/she goes out to conduct survey and comes back with feedback that will be used in the decision that will help the business. The products will sell well and it becomes a high turnover product. The findings are that a trust worthy employee is very vital to sales of products.

According to McCreadic and Rice's (1999) conventionalization of those who gain access to business information are likely to benefit more by selling more goods that begets high turnover and gains more access to further business information. In other words, an initial level of access to business information leads to competence in accessing and utilizing further business information.

The informational implication of getting fast information is the issue of authenticity of the information so given. Timely and reliable information is needed to enable an entrepreneur seize the opportunity to sell products with a high turnover.

Research Question 5: How does the theory of information activities in work task explain how MSSEs in Sabon Gari Local Government Area use and access information?

The theory of information activities in work tasks was developed by Bystrom (Bystrom, 1999, 2002; Bystrom and Jarvelin, 1995, Bystrom and Hansen, 2002). Bystrom ([1999](#)) categorizes information into three categories based on its nature or ways of use: task information, domain information and task-solving information. Task information refers to information dealing with exclusively the task at hand. The information is typically in the form of facts (names, dates). The second information type, domain information, refers to general information dealing with the task subject. Thirdly, task-solving information indicates the means and methods to perform the task, e.g., information about what task and domain information is needed and what stages the task includes. In other words, task-solving information is methodological or procedural information. Additionally, a division between an organization's internal and external information sources is made. ([Byström1999](#).) We apply a similar internality division to information types.

The theory of information activities in work task was developed to provide explanations to real-life work situations which require information for their operations. The theory of information activities in work tasks comprise two constructs

1.Types of information sought

2.Channels and information sources

Types of Information Sought

The theory of information activities in work task explains the types of information sought, where information is considered as a tool which enables a task to be completed. The types of information sought are classified according to the task at hand. In this classification, the types of information include:

- Task information, connotes a specific task which is often presented in the forms of facts e.g names, numbers and events that are required to complete a task for example entrepreneurs collect the names and numbers of their suppliers for information that would be needed for their products.
- Domain information: This comprises more general statements that may be factual or interpretative e.g lawyers, opinions, the constitution of the country (Bystrom, 1995).

Channels and Information Sources

Channels and information sources according to (Bystrom, 2002) refers to the function that guides the task performer to sources that contain needed information. According to this theory, both sources and channels refer to people as information sources, together with documentary sources which are later verified through visitation or research. Some of these sources of information are through friends, which enables them to access information.

References

- Bystrom, A.A. (1999). "The Role of Information Technology in Business Success". www.linkedin.com retrieved 28th August, 2017.
- Bystrom, K and Hansen, P. (2002). Work Tasks as Units for Analysis in Information Seeking and Retrieval Studies. In h. Bruce, r. Fidel, p. Ingwersen& p. Vakkari (eds). *Emerging Frameworks and Methods. Proceedings of the 4th International Conference on Conceptions of Library and Information Science* (pp. 239-251). Greenwood Village, co. Libraries Unlimited.
- Bystrom, K and Jarvelin, K. (1995). *Information Processing and Management* 31(2). 191 – 213.
- Bystrom, K. (1999). *Task Complexity, Information Types and Information Sources: Examination of Relationships* (Unpublished Doctoral Dissertation). University of Tampere, Finland.
- Bystrom, K. (2002). Information and Information Sources in Tasks of Varying Complexity. *Journal of the American Society for Information Science and Technology* 53(7), 581-591.
- Cresswell, A.P. (2012). The Relative Performance of Coding Methods in Simulations 4492): 724-40.
- Hartman, W.R. Nair, H.S, (2014). Retail Competition and Dynamics of Consumer Demand for Tied Goods.
- McCreadie, M & Rice, R (1999). Trends in Analyzing Access to Inform Pent 1: Cross Disciplinary Conceptualization of Access. *Information Proceession and Management* vol. 35(1) 45-76.
- Nair, S.H. and Chintagmta, M.A. (2014) Discussion of Bayesian of Simultaneous Demand and Supply. *Quantitative Marketing and Economics* 2(1) 3-58 *Journal of Law*.
- Neurosci, N. (2000). Anterior Cingulated Activity During Routine and Non Routine. 3(5) 502 – 8.
- Patton MQ. (2002) *Qualitative Research & Evaluation Methods*. 3rd. Thousand Oaks, California: Sage; 2002.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter discussed the summary of the study and findings, conclusion and recommendations based on the following sub-headings.

5.2 Summary of the Study

5.3. Summary of the Major Findings

5.4 Limitations of the Study

5.5 Contribution to Knowledge

5.6 Conclusion

5.7 Recommendations

5.2 Summary of the Study

The main purpose of this study was to uncover how entrepreneurs access and use information in Sabon Gari Local Government Area. The study adopted Information Activities in Work Task Theory which explained how entrepreneurs access and use information.

This research answers the following questions: What are the products generating high turnover in Sabon Gari Local Government Area? How do surviving MSSEs access information with regards to products with high turnover? How do surviving entrepreneurs use information with regards to product with high turnover? What are the sources of information available to MSSEs on products with high turnover and how does the theory of information activities in work task explain how entrepreneurs use and access information in Sabon Gari Local Government Area?

A qualitative research methodology was adopted using a case study research design. The data were collected using in-depth interview conducted with ten MSSEs which have survived for more than five years in Sabon Gari Local Government Area. Homogeneous Purposive sampling was used based on their having similar characteristics. The data collected from the respondents was analysed using thematic analysis technique (Zhang and Wildmuth, 2009).

5.3. Summary of the Major Findings

The following are the summary of the findings of this study:

1. This study discovered that products with high turnover in Sabon Gari Local Government Area include: Energy products, automobile spare parts, printing services, household facilities, footwear, pastries, building and construction materials and veterinary medical products.
2. The study also revealed that surviving MSSEs access information with regards to products with high turnover through the following: Social networks, Internet and handbills/fliers.
3. The study indicated that surviving MSSEs use information in regards to products with high turnover in decision making. These decisions are in the Areas of production, improvement and competition.
4. The study revealed that surviving MSSEs source information in regards selling products with high turnover through the following: Business owners, mass media and staff
5. The Theory of Information Activities in Work Task explained how entrepreneurs use and access information in regards to products with high turnover through information types sought and the sources of information, information channels

and sources. The information types include: (1) product information (2) information on raw materials (3). Information on source of supply and (4). Information on competition. The information channels and sources refer to people as information sources for example the use of friends.

5.4 Limitations of the Study

There were a number of limitations encountered in this study. First, getting the business owners in their shops at the appointed time proved difficult. Secondly, the questions asked most of the time were not answered well until it was repeated several times.

Most entrepreneurs felt that they should not expose their business secrets until they were assured that it would not be published and their business names will not appear outside the thesis.

5.5 Contribution to Knowledge

1. The work can serve as a guide to new entrepreneurs who need information on how to access and use information on products with high turnover.
2. The study presents the librarian as an entrepreneur who is able to initiate and provide information services and products to meet users need in new and creative ways.
3. The study educates entrepreneurs on the important of accessing timely and reliable information in other to have high turnover and avoid the business from collapsing
4. It is hoped that through this study entrepreneur are exposed on how to access and use information that will put them ahead of their competitors in other to generate high turnover.

5.6 Conclusion

Based on the findings, entrepreneurs in this study survived due to the high demand of these products that produced high turnover. These products include products that people need on a daily basis like petrol, kerosene, pastries, printing services, household facilities.

The study also concludes that entrepreneurs in this study survived because they use information on production, information on raw materials, information on sources of supply and information on their competition.

Similarly, the study also concludes that entrepreneurs in this study survived because they access information through business associates, and friends and dealers, where they can easily get their products just by communicating to the dealer.

The study also concludes that entrepreneurs in this study survived because they source information in selling products with high turnover through business owners, mass media and staff. This makes the business owners key into information fast.

The study concluded by using the theory of information activities in work tasks which has helped the researcher to know the information types sought and the channels/sources of these information.

5.7 Recommendations

Based on the findings of the study, the following recommendations are proffered:

1. Entrepreneurs are encouraged to go into businesses that sell products that are in high demand and used regularly for example kerosene and petrol are product that

are used not only in Sabon Gari Local Government Area but all over Nigeria. This usage brings about its high turnover. Public libraries should stock information on products that are in high demand.

2. Business owners are encouraged to use and be conversant with the use of social networks. These social networks include Internet, facebook, WhatsApp and YouTube. Through these social networks an entrepreneur can easily get his products. By being conversant with the Internet an entrepreneur can easily know what obtains in the society for example it was through the Internet that an entrepreneur discovered the ban of military and Para Military shoes.
3. An entrepreneur is encouraged to know the types of information that will raise the sale of products for example information on the products, information on raw materials, information on sources of supply and information on competition and this information should be made available by libraries for the use of entrepreneurs in their locality.
4. For an entrepreneur to survive in selling his products he can source information through business owners, Mass Media and Staff. This will enable them sell their product faster than other business owners who are not conversant with interacting with business owners, mass media and their staff.
5. Also information providers must utilize the commonly used media such as television and radio to convey the relevant information needed by traders. Market managers and masters who are in charge of monitoring the day-to day running of the markets must be empowered with all the relevant trading information they need to help traders in their trading information needs.
6. Government should make provision that will encourage suitable business environment, promulgate appropriate policies, formulate suitable schemes,

provision of valuable incentives and institutional support and effectively implementing programmes that have been designed.

7. The National Policies should provide a comprehensive framework that is flexible for MSSEs in Nigeria, the policy should also create a platform for dialogue and engagement between the federal, governments, state/local government including all stakeholders also policy should be reviewed every four years to ensure that it remains relevant and favourable to all MSSEs.

7. New entrepreneurs must decide on how to use the available business information. They should access information that will put them ahead of their competitors. This information should include feedback information from customers. Libraries on the other hand can stock business information about production of products that are in high demand.

BIBLIOGRAPHY

- Abdullahi, M.O. et al (2015). The Nature of Small and Medium Scale Enterprises MSSEs Government and Financial Institutions Support in Nigeria. *International Journal of Academic Research in Business Research* Vol. 3.3.
- Agada J. (2018). Nigeria is Ready for the Digital Economy: Economic Development Drives Information Technology <https://pancling.com/nig>.
- Aglon, M.A. (1997). Risk Management: An Imperative for Small and Medium Scale Enterprises, *Journal of Business and Finance. Vol.2, No. 1. Faculty of Business Administration, Imo State University, Owerri* pp.177-186
- Aglon, M.A & Feeney, R. (1999). A Qualitative Approach to Examining the Challenges of Ghamian Small and Medium Scale Enterprises SMEs: The Case of New Juaben Municipality, *International Review of Social Sciences and Humanities* vol. 8. No 2(2015) pp 9 – 19
- Agosto, D. E. & Abbas, J. (2010). High School Senior Social Network and Other ICT Use Preference and Concerns. *Proceedings of the American Society for Information Science and Technology* 47(10), 1-10.
- Ahmed, A.S. (2006) . The Roles of MSSEs in developing economy, Abuja, Omotayo and Co. Ltd.
- Aiken Head G.S. (1997) Towards First Nations Cross Cultural Science and Technology curriculum, *Science Education*: Pg. 88, 217-238.
- Altheide, D.L. & Johnson, J. M. (1994). Criteria for Assessing Interpretive Validity in Qualitative Research. In Denzin in N. K. Lincoln Y.S (Eds). *Handbook of Qualitative Research*. First edition. Sage Publications. Thousand Oaks CA
- Aluko, M.E. (2013). Micro, Small and Medium Scale Enterprise (MSME) Development in Bayelsa State. *Partnering with Universities*.
- Ameyaw, B et al(2016) School Management and Economic, University of Electronic Science and Technology of China.
- Ango, A.L and Solomon, O. (2018). Impact of Entrepreneurial Competencies on the Performance of Small and Medium Enterprises in Kaduna Metropolis, Nigeria Online *Journal of Arts, Management and Social Sciences*. Vol. 3, 2
- Ashamu, S. (2014). The Impact of Micro – Finance on Small Scale Business in Nigeria. *Journal of Policy and Development Studies* Vol.9 No 1.
- Aydin, A.M. (2015). The Influence of Task and Time on Information Behavior in Organization. Submitted in Accordance with the Requirements for the Degree of Doctor of Philosophy. The University of Leeds. Leeds University Business School.

- Belkin, N.J. (1980). Anomalous states of Knowledge as a Basis for Information Retrieved. *Canadian Journal of Information Science* Vol. (5) 133-143.
- Brown, C.M and Ortega, L. (2007). Information seeking Behavior of Physical Science Librarians: Does Research Inform Practice? *College and Research Libraries* 66(3). 231 – 247.
- Bryman, A. (2012), *Social Research Methods*, 4th ed., Oxford University Press, New York.
- Burnett, G., Jaeger, P., fc Thompson, K. (2008). Normative Behavior and Information: The Social Aspects of Information Access. *Library and Information Science Research*, 30(1), 56-66.
- Butt, A.A. (2015). “The Role of Information Technology in Business Success”. www.linkedin.com Retrieved 28th August, 2017.
- Bystrom K (2007) Approaches to Tasks in Contemporary Information Studies. Proceeding of the Sixth International Conference on Conceptions of Library and Information Science. Swedish Science of Library and Information Science.
- Bystrom K. (2002) Information and Information Sources in Task of varying complexity. *Journal of American Society for Information Science and Technology*: 53 (7), 581 – 591
- Bystrom, K and Hansen, P. (2002). Work Tasks as Units for Analysis in Information Seeking and Retrieval Studies. In h. Bruce, r. Fidel, p. Ingwersen & p. Vakkari (eds). *Emerging Frameworks and Methods. Proceedings of the 4th International Conference on Conceptions of Library and Information Science* (pp. 239-251). Greenwood Village, co. Libraries Unlimited.
- Bystrom, K and Jarvelin, K. (1995). *Information Processing and Management* 31(2). 191 – 213.
- Bystrom, K and Lloyd, A. (2012). Practice Theory and Work Task Performance: How are they Related and How can they Contribute to a Study of Information Practices. Retrieved from <http://www.asis.org/asist/proceedings/submissions/252>.
- Bystrom, K. (1999). *Task Complexity, Information Types and Information Sources: Examination of Relationships* (Unpublished Doctoral Dissertation). University of Tampere, Finland.
- Bystrom, K. (2002). Information and Information Sources in Tasks of Varying Complexity. *Journal of the American Society for Information Science and Technology* 53(7), 581-591.
- Bystrom, K. and Jarvelin, K. (1995). Task Complexity Affects Information Seeking and Use. *Information Processing and Management*. 31(2) 19. 213.

- Carpenter, R.E and Peters on, B.C (2002). Is the growth of Small Firms Constrained by Internal Finance? *The Review of Economics and Statistics* MIT Press, 84(2), 298 – 309.
- Choo, C.W. (2006). *The Knowing Organization How Organization Use Information to Construct Meaning Create Knowledge and Make Decision* 2nd ed N.Y, Oxford University Press.
- Chuta, L.M. (1994). Small Enterprise Employment Growth in Rural Africa *American Journal of Agriculture Economic* 76(5), 11.
- Cresswell, (2012). *Research Design: Quantitative, and Mixed Method Approaches*. Thousand Orks, California Sage Publications, inc.
- Creswell, J. W. (2003). *Research Design Qualitative, Quantitative and Mixed Methods Approaches* (2nded) Thousand Ocks, California, Saga Publications.
- Cuba, E.G. and Lincoln, Y.S. (1989), *Fourth Generation Evaluation*, Sage Publications, Newbury Park, California.
- Cutcliff, J.R. and Mckenne, H.P (1999). Establishing the Credibility of Qualitative Research Findings: The Plot Thickens *J. Adv. Nurs* 30(2) 374-80.
- Davenport T. H. (2013). *Companies Value Curiosity but Stifle Anyway Analysis* 3.0
- Davies, D. & Dodd, J (2002), *Qualitative Research and the Question of Rigor. Qualitative Health Research*, Vol. 12(2): 277-289.
- Dervin, B. (1998). Sense Making Theory and Practice: An Overview of User Interests in Knowledge Seeking and use. *Journal of Knowledge Management* 2(2): 3 6-46.
- Dervin. B. (2010). Sense Making Theory and Practice: An Overview of User Interests in Knowledge Seeking and Use. *Journal of Knowledge Management* 2 (2): 36-46.
- Devin, B. (1992) From the Minds eye of the user: The Sense Making Qualitative Methodology. In *Qualitative Research in Information Management*. Libraries Today, Unlimited, Englewood Pg. 61-84.
- Eneh, O.C. (2010). Survival Strategies for Entrepreneurs in Dwindling Nigeria Economy. *As Engineering*, 2, 52-62.
- Fahey, N. (2001). Training to overcome electronic-information poverty: An Australian experience. *Informing Science (Conference Proceedings)*. Retrieved from

- Fahey, T. (2003). Information access. <https://www.mheducation.com/em>
- Fauzi, N. F. B. & Abd Kabir, R. (2015). Information Seeking Behaviour of the Adolescents with reference to Sexual Information. *Procedia-Social and Behavioural Sciences*. Vol 211 (2015), 790-795.
- Finle, A. S. (2000). The Role of the Researcher in the Qualitative Research Process. A. Potential Barrier to Archiving Qualitative Data.
- Fisher, K.E. Erdelez and Mickechnie 1 (eds) 2006. Theories of Information Behavior: Medforel, NJ: Information Today, Ins.
- Fornoni. M, Arnbas, I., and Vila, J.E., (2012). An Entrepreneurs Social Capital and Performance: The Role of Access to Information in the Argentinean Case. Discussion Paperbin Economic Behaviour.
- Freeman, J and Burrroughs (2003). Perception of Quality and Trustworthiness of Internet resources. AMIA Annu Symp Proc. 2003; 2003: 629 – 633.
- Gephart, R (1999). Paradigms and Research Methods. Research Methods Forum.
- Gillham, B (2000). Developing a questionnaire London: continuum in Mohammad Zohrabi (2013) Mixed method research: Instruments, validity, reliability and reporting findings. *Theory and Practice in Language studies*, vol 3, No, 2 pp 254 – 262 Academy publishers manufactured in Finland.
- Goodwin P, Wright G. (1998). Decision Analysis for Management Judgment, 2nd ed J.W. Chichester.
- Gatson, M.J. (2014). Profitability of small and Medium Sized Enterprises in High tech Industries: The Case of Biotechnology Industry. Strategic Management Journal Vol. 24 No.6. 24(6)
- Hall, H and Widen – Wulff. G. (2008). Social Exchange, Social Capital and Information Sharing in on Line Environments. Lessons from Three Case Studies. USE-2008 from Information Provision to Knowledge Production.
- Hancork, B (2009). An Introduction to Qualitative Research
- Hartman, W.R, Nair, H.S. (2007). Retail Competition and Dynamics of Consumer Demand for Tied Goods.
- Haviler, I. (2008). Work and Work Role: Accontext task. Retrieved from [http://www.information.net\(ir\)13-3/paper349.html](http://www.information.net(ir)13-3/paper349.html).
- Helsper, E. J., &Enyon, R. (2010). Digital Natives: Where is the Evidence? British Educational Research Journal36(3); 503-520<https://www.ords-yh.ac.uk/./5>

- Hensen, P. (1999). User Interface Design for IR Interaction: A Task-Oriented Approach. In: Aparac, T., Saracevic, T., Ingwesen, P. and Vakkari, P., eds. Proceedings of COL153, Third International Conference on the Conceptions of Library and Information Science: Digital Libraries: Interdisciplinary Concepts, Challenges and Opportunities. Dubrovnik, 1999. Zagreb; Zavod. Za Informacijske Studije Odsjeka Za Informacijske Znanosti: Filozofski Fakultet; Lovke: Naklada Benda, pp. 1991-205.
- Henning, E, Van Rensburg, W. and Smit B (2004). Finding Your Way in Qualitative Research. Van Schaik. Pretoria.
- Hersberger, J. (2002/2003). Are the Economically Poor Information Poor? Does the Digital Divide Affect the Homeless and Access to Information? *The Canadian Journal of Information and Library Science*, 27(3), 45-63.
- <http://unctd./org/sections/unctd/docs/cstd20/iod04>.
- <http://proceedings.informaingseience.orMS2001Proceedings/abstracts/FAHEYsumtRAIN.htm>.
- Ikoja- Odonga and Mostert J. (2006). Information Seeking Behaviour: A Conceptual Framework. *South African Journal of Libraries and Information Science* 72(3).
- Ingwersen, P., Lioma, C., Larsen, B and Wang, P. (2012). An Exploratory Study into Perceived Task Complexity, Topic Specificity and Usefulness for Integrated Search. Royal School of library and Information Science, Birketinget 6, DK 2300 Copenhagen S. Denmark. <http://itlab.dbit.dk/2/search>
- Jaeger, P. &Thompson, K. (2004). Social Information Behavior and the Democratic Process: Information Poverty, Normative Behavior, and Electronic Government in the United States. *Library and Information Science Research* 26(1), 92-107.
- Jansson A. (2015). Collegial Verbalization – a Case Study on a New Method on Information Acquisition. *Journal of Behavior and Information Technology* 26(6).
- Jarvelin, K and Ingwerson, P. (2004). Information Seeking Research Needs Extension Towards Task and Technology. *Information Research*, 10(1). Retrieved from <http://informationr.net/ir/10-1/paper212.html>.
- Johnson, C.A. (2004). Choosing People” the Role of Social Capital in Information Seeking Behavior” *Information Research* 10(1) Available at <http://informationR.net/ir/10-1paper201.html>.
- Kalof, L., Dan, A. and Dictz, T. (2008), *Essentials of Social Research*, McGraw-Hill, New York.

- Kamal, M. (2014). ICTs in Micro-Enterprises; Does it Make a Difference? Proceeding of the 20th American Conference on Information Systems (AMCIS, 2014). Savannah, G.N August 7-9, 2014.
- Kaplan B, Maxwel J.A (1994): Qualitative Research Methods for evaluating Computer Information System, in *Evaluating Health Care Information System Methods and Applications*. C.A. Sage, pg 45 – 68
- Kaye, David. "Sources of Information, Formal an Informal." *Management Decision*. September 1995.
- Khoo C.S.G (2014). Issues in Information Behaviour on Social Media. Nanyang Technological University Singapone, Libres 24(2) 75-96.
- Kitlher A.F. (2015). The Mindset of U.K Environmental Entrepreneurs: A Habitus. *Journal of Information Business and Management* 6(2) 256 – 269.
- Kuhu, T. (1977). *The Essential Tension. Selected Studies in Scientific Tradition and Change* Chicago: University of Chicago Press.
- Kulltan (2004). Effective Use of Value Added Features and Services of Proprietary: Information Seeking Begin when an Individual has a Problem www.information.net/ir/22-1/insic/insic1614html.
- Ladzani, W. (2001). Small business Development in South Africa under the Majority Rule: 14th Annual Conference of Small Enterprise Association of Australia and New Zealand. Available: [http://ww.tsa.ac.za/corp/research/papers/wladzani200Ismail, doc](http://ww.tsa.ac.za/corp/research/papers/wladzani200Ismail.doc) [accessed 13th March 2006].
- Landry (2014). A Decision of Rational and Psychological Decision – Making Theories and Models for a Cultural – Ethical Decision – Making Model Vol 12 no 2. Pg 12 -17.
- Lawson, B. (2007). Access to Finance for MSSEs. Retrieved from <http://www.cenbank.org/fss/mon/fss2020presentation%20at%0international%20conference.ppt>.
- Leslie, Hadden (2018) Exploring Youth Information – Seeking Behaviour and Mobile Technology Through a secondary Analysis of Qualitative Data. *Journal of Librarianship and Information Science*
- Letsoala, Coetzee, J and Ukpere, W. (2014). Stakeholders Perception of a Human Resources Development Intervention. *Mediterranean Journal of Social Sciences* Vol. 5(1) 740 – 751.
- Li, Q.A. et al (2011). Exploring the Relationship between Work Task and Search Task in Information Search

- Li, Y. & Belkin, N.J. (2009). Undertook a Study on the Exploration of the Relationships Between Work Task and Interactive Information Search Behavior.
- Lincoln, Y.S. and Guba, E.G. (1985), *Naturalistic Inquiry*, Sage Publications, Beverly.
- Lofland, J., and Lofland, L. (1995). *Analyzing social settings: A guide to Qualitative Observation and Analysis*. 3rd ed. Belmont: Wadsworth.
- Lussier, R.N. (1996). Reasons why Small Businesses Fail and How to Avoid Failure. *The Entrepreneur Executive*, 7(2), 10-17.
- Maengwe, J.O and Otuya, W.I (2016). A Critical Review of Micro- Financing of Small Business in Kenya. *Pyrex Journal of Business and Finance Management Research* Vol.2 (2) 6-11
- Marcoux et, al, 2004; Herberger 2002; Jaeger and Thompson 2004) Social information behaviour and the democratic process: Information poverty, Normative behavior and electronic (government in the United States. *Library and Information Science Research* Vol. 26 No. 1 pg. 92-107.
- McCreadie, M & Rice, R (1999). Trends in Analyzing Access to Inform Pent 1: Cross Disciplinary Conceptualization of Access. *Information Procession and management* vol. 35(1) 45-76.
- Moholt R. (1998). Research Issues in Information Access in Rethinking the Library in the Information age Vol.15 *Issues in Library Research*, Washington D.C. Department of Education.
- Mordi C Et al (2014). Central Bank of Nigeria. Credit Delivery to Small and Medium Enterprises: Post Bank Consolidation in Nigeria.
- Mursu A, LuuKkonen I, Toivanen M, Korpela, M (2007). Activity Theory in Information Systems Research and Practice: Theoretical Underpinnings for an Information Systems Development Model. *Information Research* 2007; 12(3): 26p <http://informationr.net/ir/12-3/paper311.html>.
- Myers, M..D. (1997). Qualitative Research in Information Systems, *MIS Quarterly* 2(2). 241-242.
- Nair, S.H and Chintagunta (2014). Discussion of Bayesian of Simultaneous Demand and Supply. *Quantitative Marketing and Economics* 2(1) 23-58. *Journal of Law*.
- Nardi, B.A. (1995). *Context and Consciousness: Activity Theory and Human Computer Interaction*. Retrieved from <http://en.wikipedia.org/wiki/activitytheory>.

- Ndesaulwa A.P. (2016). The Impact of Innovation on Performance of Small and Medium Enterprises (MSSEs) in Tanzania: A Review of empirical Evidence. *Journal of Business and Management Sciences* 4(1) 1-6
- Newman, J.I (2011) The Uncomfortable in any own scheme: Articulation, Reflexibility and the quality of Self. *International Review of Qualitative Research*
- Ngu'ono M.A. et al., (2014). The Role of Motivation on the Performance of Micro and Small Scale Enterprises in Kisumu City Kenya. *International Journal of Advanced Research* Vol.2 No. 3 pp.30-43
- Nwale, I.K, Musaije M.O and Magbagbeola, N.O. (2011). The Role of the Informal Sector in Nigeria. Post Adjustment Economy in the Proceedings of the 1996 Annual Conference of the Nigerian Economic Society, NES, University of Ibadan, Nigeria
- Nwankwo, C (1999) *Research Journal in Organizational Psychology and Educational Studies* 4, 2012.
- Nzelibe, C.G.O. (1996). *Entrepreneurship and Management of Small Scale Business*. Enugu: Optimal Publishers.
- Obeng, R.H. (2009) Entrepreneurship and Innovation in Ghana: Enterprising Africa *Small Business Economic* 32(3), 20.
- Ojenik, J.O and Olowoniyi, A.O. (2013). Estimating Growth in Investment of Micro and Small Scale Enterprises in Nigeria. *Asian Economic and Financial Review* Vol. 3. No. 1.
- Okello-Obura et al (2011) SMEs and Business Information Provision Strategies: analytical perspective <http://unllibunl.edu/LPP>
- Okello-Obura, C., Minishi-Majan M.K, Cloete, L.M. & Ikola-Odango, J.R (2008). Business Activities and Information Needs of SMEs in Northern Uganda: Prerequisites for an Information System. *Library Management*, vol. 4, No. 5
- Okoh, G.A. and Song, G.P. (2000). *Financing Small-Scale Manufacture Firms in Glava*.
- Okwu, Bakare G.B and Obiwuru, T.C. (2012) Business Environment, Job Creation and Employment Capacities of Small and Medium Enterprises in Lagos State Nigeria: A Descriptive Analysis.
- Oliveiera, A. (2007). Decision Making Theories and Models: a Discussion of Rational and Psychological Decision Making Theories and Models: the Search for a Cultural-Ethical Decision Making Model. *Electronic Journal of Business Ethics and Organization Studies* 12(2): 12-17 (2007).
- Olsen, M.E., Lodwick, D.G and Dunlap, R.E (1992). *Viewing the World Ecologically*. Boulder, C.O. West View.

- Oni, E.O., Daniya A.A. (2012). Development of Small and Medium Scale Enterprises: The Role of Government and other Financial Institutions.
- Onyenekenwa, C.E. (2010). Survival Strategies for Entrepreneurs in Dwindling Nigeria Economy. *Asian Journal of Industrial Engineering*, 2, 52-62.
- Pettigrew, K.e. (2001) Conceptual Frameworks in Information Behaviour. *Annual Review of Information Science and Technology* 35(43 – 78)
- Pickard, P. J. (2013). *Research Methods in Information*, 2nd ed. London: Facet.
- Research Journal of Finance and Accounting* Vol. 6, No 8, 2015.
- Ponelis, S. (2014). Information Needs, Information Seeking Behavior and Use of ICT in Knowledge – Based South African Growth SMMEs.
- Ritchie and Levis (2003). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. Thousand ocks, CA: Sage Publications.
- Ritchie, J., Lewis, J., Nicholas, C.M. & Ormston, R. (2014). *Qualitative Research Practice 2nd edition: A Guide for Social Science and Researchers*. SAGE Publications London, Thousand Oaks, New Delhi
- Rouse, M. (2014) DataAnalysistics Definition. *Data Management Techtarget*.
Corn/definiton/data-analysis.
- Rudolph, J. (2002). *Research Sampling Techniques in Education*. New York: Pitman P 168-187
- Saastamoinen, M., Kumpulainen, S., Vakkari, P and Jarvelin, Kalervo (2013). Task Complexity Affects Information Use: A Questionnaire Study in City Administration. School of Information Sciences, University of Tampere, Finland. *Information Research*. Vol. 19. No. 4.
- Saastamoninen, M., Jarvelin, K. (2017). Relationship Between Work Task Types Complexity and Dwell Time of Information Resources. *Journal of Information Science*
<https://doi.org/10.1177/0165551516687726>.
- Saumur K and Given, L.M (2008) Convenience Sample. *The Sage Encyclopedia of Qualitative Methods*.
- Savolainen, R. (2015). Approaching the Affective Factors of Information Seeking: The Viewpoint of the Information Search Process Model. *Information Research*. Vol 20(1), March 2015.
- Schwandt, T.A. (1997) *Qualitative Enquiry*. Thousan Oak C.A. Sage

- Sedgi, Shahrum (2018). Exploring the Context of Visual Information Seeking. *Electronic Library* 36(3).
- Shika, A.M. (2017) Entrepreneurial Competencies and the Performance of Small and Medium Enterprises (SMES) in Sabon Gari Local Government Area Local Government Area in Kaduna State. *Social and Administrative Science Review* Vol.3, No. 2
- Simmons, M.P., Muller, K., Norton, A.P. (2007). The Relative Performance of Coding Methods in Simulations 4492): 724-40.
- Snape, D. and Spencer, L. (2003). The Fundamentals of Qualitative Research. In J. Ritche, J. and J. Lewis (Eds) *Qualitative Research Practice: A Guide for Social Science Students and Researches*. SAGE Publications London, Thousand Oaks, New Delhi.
- Thomas, P.Y. (2010). Towards Developing a Web-Based Blended Learning Environment at the University of Botswana. Doctoral Dissertation, Retrieved at [http/hdl.Handle.net/10500/4245](http://hdl.Handle.net/10500/4245) on 4th, April, 2015.
- Thompson, K. M and Atzal, W (2011). A Look at Information Access and Socio Cultural Lenses. *OMNES. The Journal of Multicultural Society*, 2(2), 22-42.
- UNIDO (2005). Ghana. Available: <http://en.wikipedia.org/wiki/Ghana> (Accessed 11th October (2006)).
- United Nation Conference Trade and Development UNCTAD (2010) *Measuring the Impact of ICT Use in Business: A Case of Manufacturing in Thailand* United Nations Publication N.Y and General.
- United Nations International Telecommunications Union. (2011). *Measuring the Information Society*. Retrieved from <http://www.itu.int/ITU-D/ict/publications/idi/2011/MaterialMIS2011eXCEsUM-E.pdf>.
- Vakkari, P. (1997). "Information Seeking in Context: a Challenging Metatheory@", in Vakkari, P. Savolainen, R and Dervin, B. (Eds) *Information Seeking in Context*, Taylor Ciraham, London, pp 451-64.
- Verlag. Liao, C. & Palvia, P.C. (2000). The Impact of Data Models and Task Complexity on End-user Performance: An Experimental Investigation. *International Journal of Human-Computer Studies*, 52, 831-845.
- Vikkari, P (2001). A Theory of the Task Based Information Retrieval Process: A Summary and Generalization of a Longitudinal Study. *Journal of Documentation*, 57(1) 44-60.
- Walsham G. (1995). The Emergence of Interpret Vision in IS Research. *Information Systems Research* 6(4) 610-634. Retrieved at <http://iss.97.60.20/791of/papers/> on 23rd march 2017

- Wildemuth B.M (2009). *A Qualitative Content Analysis*: Santa Babra C.A Greenwood
- Wildemuth, B.M. & Hughes A. (2005) "Perspectives on the Task in Which Information Behaviour are Embedded" *Theories of Information behavior, Information Today*, Medforel, N.J. pp. 275 0 9.
- Willing C. (2008). *Introducing Qualitative Research in Psychology. Adventures in Theory and Method*. London: Open University Press. www.sciencedirect.com/science/article/pii/S1877042814050332.
- Willis, J. (1995). *A Recursive, Reflective Instructional Design Model Based on Constructivist – Interpretivist Theory* Retrieved at <http://www.quasar.valberta.ca/edpy597mappin/readings/m13willis1.htm> on 23rd March 2017.
- Wilson, T.D. (1981). "On User Studies and Information Needs". *Journal of Documentation*, vol. 37. No, 1, pp. 2-15.
- Wilson, T.D. (2016). *A General Theory of Human Information Behavior*. *Proceedings of ISK: The Information Behaviour. Conference Zadar, Croatia, 20-23*. *Information Research* vol. 21. No. 4.
- Xie, H and Joo (2012). *Understanding human Work Domain Interaction Implication for the Design of a Cooperate Digital Library* *J. AM. Soc. Inform.Sci. Techol* 57(1), 128-143.
- Xie, I, (2008). *Interactive Information Retrieval in Digital Environments*; IGI Global Inc: Hershey, P.A.
- Yahaya, M.O. (2015). *Financing Small and Medium – Scale Enterprises for Sustainable Growth and Development in Nigeria: A Case Study of Sabon Gari Local Government Area, Kaduna State*. *Journal of Economic and sustainable Development*. Vol. 6, 14.
- Zhang and Wildemuth (2009). *Qualitative Analysis of Content in Wildemuth, B.M. (ed), Applications of Social Research Methods to Questions in Information and Library Science*. Libraries Unlimited, Westport, CT, Pp 308 – 319.

APPENDIX I: ADDRESSES OF ENTREPRENEURS

1. PELUTO PRESS AND PRINTING MATERIALS,

No:43 Yoruba Street,
Sabon Gari, Zaria, Kaduna State.

2. DIVINE INTERIOR DECORATION,

Sokoto Road,
Opp. Zaria Hotel,
Kwangila, Zaria

3. NEW WORLD HIGH QUALITY FURNITURE,

Sokoto Road,
Opp. Sabon Gari Local Government Area Hotel, Sabon Gari Local
Government Area

4. GIDAN KAJI

Eli Poultry Service
Sokoto Road,
Opp. Zaria Hotel, Zaria

5. ECHE SEA INVESTMENT,

Home for Toyota and Honda, spare parts,
No. 1 Baba Doko Shopping Complex.
Sokoto Road, Zaria

6. SOFT DESIGN,

No. 4B Baba Doko Shopping Complex,
Skoto Road, Zaria

Kaduna State

+2348066225184

7. **NAGARTA BLOCK INDUSTRY LIMITED**

No. 2 Sokoto Road,

Opp. NCAT Main Gate,

Layin Zomo, Zaria

8. **Shirash Petroleum Ltd**

NCAT Main Gate Layin Zomo, Zaria

9. Elyon Bakery

No 2 Abdul Salami Close

Area A. Near Police Gate

A.B.U Main Campus

Samara, Zaria

10. Mabrouq Printing Press

Shop AA3

Community Market

A.B.U, Zaria

APPENDIX II: Illustrative quotes for each sub-categories as regards products with high turnover.

S/N	SUB-CATEGORY	ILLUSTRATIVE QUOTES
	Research question 1	
1	Energy (Kerosene and Petrol)	Energy comprises kerosene and petrol. “The customers themselves compare the measurement they are getting with other stations that is why you see people rushing to our petrol station.”
2	Automobile spare parts	“While years back it was Mercedes that was reigning but as we are watching the road, Toyota that were not in before is increasing in number so we sell more of Toyota Spare parts”
3	Book Production	<p>Printing of answer sheets – “They come every day or every week.</p> <p>A3 paper for printing “anytime we have the A1 in large quantity we enjoy. But the A1 and A2, we hardly get too much. But A3 is on a daily basis. So that is the one has more turnover”.</p> <p>A4 paper are also products of high turnover “me 1 go as far as going to Kaduna to buy</p>

my A4 paper which is 100g. Whereas some are buying 80g, 75g and 70g but A4 paper has a higher quality is thicker.

- 4 Household furnishing

Customers assist them to sell their curtains “at times we have customers, so along the line they come across people that need curtains, they will inform us to give people our number to contact us or they will inform us to give people our number to contact us or they will refer people to buy our product.”
- 5 Curtain rod

“We are not the producers, we only buy and sell. Pipes are not manufactured here in Nigeria as such, we only buy them when they come”.
- 6 Bed

Most of all is bed, secondly wardrobes. Those are the two products that we mostly produce.”
- 7 Wardrobes

“A well designed wardrobe with various components which can accommodate various sets of clothing is always in high demand
- 8 Fashion shoes

An entrepreneur discussed that “the basic products that have high turnover has to just

do with fashion shoes. Sabon Gari Local Government Area resident are insatiable when it comes to their sense of humor with fashion”

- 9 Paramilitary Shoes “We also have paramilitary shoes, officer’s shoes precisely. These are the ones that actually sell more”.
- 10 Bread “It is the easiest meal that can be taken especially where there are children rushing to school in Sabon Gari Local Government Area’.
- 11 Doughnuts A caterer added that “bread and doughnuts are the products that generate high turnover in her business.
- 12 9 inches blocks There is a high demand for 9 inches blocks. He noted that “People build more with 9 inches than 6 inches”
- 13 Culvert rings “Culvert rings are rings that are normally used for drainages. Local government representative award contracts to people for construction in villages too”.
- 14 Drugs for Dogs “Some of the people that produce dog drugs

also produce their vaccine too

Research question 2

- 15 Dealers When we just communicate to them that we need a particular number of bags of cement, they will just give us their account number and we send the money and the goods will be delivered!
- 16 Friends “We try to go out, we meet friends, when you make a friend you pass information”
- 17 Handbill When handbills are distributed, and the names are indicated, people make contact with us.
- 18 Online There are some people that have aired their products that they go online, you source for information concerning their products, you get their names and their address”.

Research question 3

- 19 Manufacturing “if you enter most shops around now, you will seldom see plenty shoes, so we swing into action, produce shoes and supply to them.”
- 20 Upgrading “The manufacturers in Japan gave us information on how to maintain cars so we

started applying the knowledge to improve our sales”. We also attend seminars and forums so that any information we get from these, we impart it on our customers”

21 Rivalry

Competition is good but is a threat to the business “when you have a competition he makes you to have more innovation, it makes you to have more enquiries on how to have an edge over him, by trying to get something better than what he is giving.

Research question 4

22 Supplier

Our dealers inform us about all the products they have and sometimes we observe the level of scarcity and surplus. This helps us in getting the best products to sell. This thus relates to the motive behind the high turnover rate of the products.

23 Internet

“The entrepreneur used the Internet to get information online” I access information through the news I get everywhere from the media and friends”

24 Employee

Our marketer goes out to conduct survey in order for us to ensure better delivery in our businesses.

APPENDIX III: Consent Form

**Department of Library and Information Science
Ahmadu Bello University, Zaria
June 2016
Consent form for Participants in the Study**

I am Okanlawon, Cecilia Esotu, presently undertaking my Thesis research titled “Access and Use of Information Among Surviving Micro and Small Scale Enterprises in Sabon Gari Local Government Area, Kaduna State, Nigeria”. I will like to invite you to participate in this research. Your participation is however voluntary. Your responses will be audio-recorded. Confidentiality is assured as all the information gathered will be confidential and be used solely for this research. This interview will take approximately between 45-60 minutes of your time.

Statement of Confidentiality

I hereby undertake in writing the participants confidentiality throughout the course of the study.

Signature: Date:

Okanlawon, Cecilia Esotu

Department of Library and Information Science

Ahamdu Bello University, Zaria

08035161879

APPENDIX IV
INTERVIEW GUIDE

RQ1. What products generate high turnover?

- i. Can you please tell me the products that you sell that generate high turnover?
- ii. Please share with me the types of information that you access about these products with high turnover.

RQ2. What types of information do surviving MSSEs access on products with high turnover?

- i. Can you please tell me how you access information with regards to products with high turnover?
- ii. Can you tell me the types of information you access on products with high turnover?

RQ3. How do surviving entrepreneurs use information in regards to products with high turnover?

- i. Please tell me how you use information in regards to products with high turnover?
- ii. How do you use this information to make the business stand?

RQ4. How do surviving entrepreneurs source information in selling products with high turnover?

- i. Please share with me how you source information in selling products with high turnover?
- ii. Please tell me, do you ask friends or neighbours to get information in regards selling the products with high turnover?