

**Micro Modeling of Individual Level Information Seeking
Behavior: A Heterogeneity Specific Study**

Mahuya Adhikary¹
Atanu Adhikari²
Chaitali Dutta³

The responses of individual information seekers are best studied in isolation. In the past researchers did not consider information users as individuals; viewing them instead in the context of their cultural system as a whole. This study emphasizes the importance of heterogeneity in information seekers, arguing that the behavior and responses of different seekers would vary based on their demographic and socio-graphic profile, the extent of their background knowledge, and the variations in their risk adversity and cost consciousness. In order to understand this aspect of the information seeker's behavior, information seeking behavior dimension was derived. The effect of this information seeking behavior dimension on the users was investigated. An in-depth questionnaire was administered to 307 respondents. Factor Analysis, Cluster Analysis, Multiple regression and Bayesian Regression were used on the responses in order to identify (i) information seeking behavior dimensions, (ii) different segments of information seekers, (iii) the effect of behavioral dimensions on the behavior of information seekers and (iv) the differences between the effect of these dimensions on users, both at an individual level and at the aggregate level. It was revealed that there is a significant difference in the behavior when the aggregate level estimates are considered and when individual level Bayesian estimates are made. These findings were discussed to understand the implications and to provide avenues for future research.

For further details, including copies of working papers, please write to:

***Research, Conference & Publications Office,
IIM Kozhikode, IIMK Campus PO, Kozhikode 673 570, Kerala, India***

Phone: (91)0495 2809238

Email: rnp@iimk.ac.in

¹ Researcher, Jadavpur University, Jadavpur.

² Assistant Professor , Marketing Management, Indian Institute of Management Kozhikode, (IIMK) email: atanu.adhikari@iimk.ac.in

³ Reader, Jadavpur University, Jadavpur.