

# EXAMINING THE INFORMATION SEEKING BEHAVIOR OF MALAYSIAN SMES

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## ABSTRACT

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This paper aims to examine the information relating to the behaviour of the Malaysian small and medium-sized enterprises by analysing the need for commercial information according to the categories of different types of enterprises. Such research outcome, benefits the information system planning and management of business organizations. Evidence in literature research has revealed the importance of efficient information system management to an enterprise's business growth. A good understanding of an enterprise's need for information is the most essential condition for reasonable information management planning and information system design. Researcher conducted a questionnaire survey in Malaysia's capital city, Kuala Lumpur; and acquired data from 120 enterprises. Then, IBM SPSS software was used to perform statistical tests; including cronbach's alpha, KMO & Bartlett's Test of Sphericity, One-way ANOVA, and multiple regression. The result of data analysis showed that the hypotheses were supported: there are significant relationships between a firm's demographic, perceptions toward information channels and the preferences on types of information. Finally, recommendations are proposed at the final section of this paper. Based on the findings, many of the enterprise information systems could be designed to meet the needs of those seeking information specifically for small and medium enterprises.

**Key Words:** *Preference of information type; Information seeking behaviour; Information need; Information Management; Information system management; Small and medium enterprises; Malaysian SMEs.*