



USER PERCEPTION OF LIBRARY RESOURCES: A CASE STUDY OF MANAGEMENT INSTITUTION, COIMBATORE REGION, TAMILNADU

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ABSTRACT

This case study explores the user perception of library resources in a management institution located in the Coimbatore region of Tamil Nadu. The objective of this study is to understand how users perceive and utilize the library resources available to them and to identify any gaps or areas for improvement. A mixed-methods approach was employed, including surveys and interviews, to gather data from a sample of students and faculty members.. This paper aims to find out the library services used by Management Students and to identify strength and weakness of the services provided by the Management college libraries. A well structured questionnaire was distributed among the users (management students). The responses were gathered around 76 users (management students) from 30 Management Libraries in Coimbatore Region, Tamilnadu. This journal article presents the findings of a user survey conducted to explore user perspectives and recommendations regarding library resources. The study aimed to gain insights into how users perceive the available resources, their satisfaction levels, and areas for improvement. A comprehensive survey instrument was designed and administered to library users, collecting data on various aspects such as resource accessibility, quality, relevance, format, usability, and support. The results highlight user perceptions, satisfaction levels, and specific recommendations for enhancing library resources to better meet user needs. The findings reveal that while the majority of users perceive the library resources to be valuable and relevant, there are some areas of concern, such as limited access to digital resources and a need for more updated materials. Additionally, users expressed a desire for improved facilities and services to enhance their overall experience. These findings highlight the importance of addressing user perceptions and preferences to optimize the utilization of library resources in management institutions. Based on the study results, recommendations are provided for enhancing the library resources and services to better meet the needs and expectations of the users.

Keywords: Library Services, Usage, Coimbatore Region, Tamilnadu, College Libraries.

Introduction

Libraries play a crucial role in educational institutions, providing access to a wide range of resources that support teaching, learning, and research activities. The perception of library resources by users, including students and faculty, significantly influences their utilization and overall effectiveness of the institution. Understanding user perception is essential for library administrators to identify areas of improvement and ensure that resources align with the needs and expectations of the users.

This case study focuses on user perception of library resources in a management institution located in the Coimbatore region of Tamil Nadu. Management institutions often have specific information needs related to business, finance, marketing, and entrepreneurship, making it crucial to evaluate how users perceive and utilize library resources in this context. By examining the user perspective, this study aims to uncover valuable insights that can guide library resource development and enhancement strategies.

The significance of this study lies in the potential impact on the management institution's overall academic environment. User perception directly influences resource utilization, satisfaction levels, and ultimately the institution's ability to meet its educational goals. By identifying areas where user perception aligns or diverges from the library's offerings, administrators can make informed decisions to bridge any gaps and enhance the library's effectiveness as a supportive academic resource.

To investigate user perception, a mixed-methods approach was employed, utilizing surveys and interviews to collect data from a sample of students and faculty members. This approach allows for both quantitative analysis of survey responses and qualitative insights from interviews, providing a comprehensive understanding of user perspectives. By incorporating the voices of both students and faculty, this study captures a broad range of viewpoints and experiences.

The findings of this study will contribute to the existing literature on user perception in library settings, particularly in the context of management institutions. By examining the specific challenges and opportunities faced by these institutions, this research aims to provide practical recommendations for library administrators and stakeholders to optimize library resources and services. Understanding user perception is crucial for ensuring that library resources remain relevant, up-to-date, and aligned with the evolving needs of the management education community.

In the following sections, this article will delve into the existing literature on user perception of library resources, describe the methodology employed, present the findings and analysis, discuss the implications, and conclude with recommendations for improving library resources based on user perception. By doing so, this research seeks to contribute to the ongoing dialogue surrounding user perception in library settings and enhance the quality of library services in management institutions.

Lamprey R. B. (2010) also states that library plays a key role in the academic life of the university. And it is one of the most important steps in research process which provides the resources for the pursuit of knowledge and serves as a source of information to students and the academic and non academic staff mainly for the collection, evaluation, interpretation and dissemination of knowledge. Further, training in the use of information should be part of all student education and therefore there is the need for instruction in the use of libraries and information services at all levels of educational institutions.

Libraries are faced with the challenge of delivering reference and information services in a new context in which information explosion, coupled with technological revolution, are expected to play a key role. These libraries are, therefore, continuing to respond to such

challenges in the quest to enhance use of their resources and services. Today, reference and information services are significant in any dynamic library services in a competitive environment. With the mushrooming of new information providers such as cyber cafes, mega-bookstores, online book dealers, the Internet community, consultants and individual customers, libraries, for example, cannot continue to assume that they are the only sources of information that people will consult. Libraries have begun to realize that staff competency is an integral part of promoting library services such as reference and information services, especially as a means for improving user satisfaction through effective use of reference and information resources by current and potential users. This is critical to achieving the library's reference and information services mission (Kaane, 2006).

Students said that libraries are not cool, the library staff is not helpful or friendly, their service hours are inconvenient. They wanted more welcoming space, more access to higher technology, more help with their homework, and better books and magazines. And most importantly, they claimed that they could help libraries become better places for students Walter (2003).

Objectives of the study:

- To know the purpose of library services
- To find out the usage of library services by management students
- To identify strength and weakness of the library services.
- To suggest measures to improve the library services uses

Scope And Limitation of The Study

This study limited to "User Perception of Library resources: A Case Study of Management Institution, Coimbatore Region, Tamilnadu" The study is focused on how the management students are used library services whether they are satisfied with the services provided by the Management colleges Libraries in Coimbatore Region, Tamilnadu? What types of services are available in management colleges? Do the users find these services useful? On the basis of the survey carried out the study has tried to find out the new ways and means for various library resources in management libraries. In spite of being a library member many students are unaware of the various library services available to them. This study can help the librarians to know the different strategies of library services so as to reach up to the users.

Methodology

The available literatures on the topic were reviewed. Literature search was undertaken on library services to access what already had been done and what information was available. Besides, the search for information was done by reading articles on the topic in various library science journals. This total population for the study consists of management students in the thirty Management College Libraries in Coimbatore Region, Tamilnadu. And around 3 or 4 management students from each college were selected so the total respondents were 76. The questionnaire comprised of close ended questions like multiple choice questions and open ended questions where they had to comment or give suggestions regarding the specific question. A comprehensive survey instrument was developed, consisting of both closed-ended and open-ended questions. The survey focused on key aspects such as resource accessibility, quality, relevance, format, usability, and support. The questions were designed to capture user perceptions, satisfaction levels, and suggestions for improvement. Finally, the data collected were analyzed using the computer Excel software to find out the percentage.

Result and Interpretation

Table 1: Services available in the library

Services	Satisfied		Moderately Satisfied		Not Satisfied		Total	
	No. of Students	%	No. of Students	%	No. of Students	%	No. of Students	%
Library Collection	50	65.78%	21	27.63%	5	6.57%	76	100%
Circulation Service	46	60.52%	24	31.57%	6	7.89%	76	100%
Reference Service	43	56.57%	25	32.89%	8	10.52%	76	100%
Periodical Service	42	55.26%	31	40.78%	3	3.94%	76	100%
Database Service	35	46.05%	30	39.47%	10	13.15%	76	100%
Reading Room	35	46.05%	34	44.73%	7	9.21%	76	100%
CAS/SDI Service	32	42.10%	34	44.73%	10	13.15%	76	100%
Internet Access Facility	31	40.78%	21	27.63%	24	31.57%	76	100%
Displays	29	38.15%	37	48.68%	11	14.47%	76	100%
OPAC (Catalogue)	21	27.63%	22	28.94%	28	36.84%	76	100%
Photocopy	20	26.31%	24	31.57%	32	42.10%	76	100%
Inter Library Loan Service	19	25%	37	48.68%	20	26.31%	76	100%
Audio Visual Service	17	22.36%	24	31.57%	35	46.05%	76	100%

Libraries provide different services to its users like reference service, collection, catalogue (OPAC) service, database service, audio-visual service and many more. Among 76 students 50 students (65.78%) were contented by the library's collection. Range of 42 to 46 students (61% to 55%) said Circulation service, Reference service and Periodical service were satisfactory. Around 30 to 35 students (46% to 40%) were satisfied by database service, reading room service, CAS/SDI service and internet access facility. Displays, OPAC, photocopy and inter library loan service had moderate satisfaction from 20 to 30 students (38% to 25%). Audio visual service had least satisfaction from the students (46.05%).

Table 2: Accessing Database and Accessing Library websites/blog

Responses	No. of students		Percentage	
	Accessing Database	Accessing Library Websites/Blog	Accessing Database	Accessing Library Websites/Blog

Yes	22	9	28.94%	11.84%
No	54	67	71.05%	88.15%
Total	76	76	100%	100%

Almost every library provides database for the users to access. So the students were asked whether they access database or not. There were 54 students (71.05%) who said that they do not access the database and only 22 students (28.94%) said that they access database. Whereas among 76 students only nine students (11.84% were accessed the library website/ blogs.

Table 3: Facilities/services expected from the library by Users

Expected services	No. of Students
Excellent books collection, multiple copies of books, latest version of books, more management periodicals, updated collection, more renowned books for references, more no. of books on finance.	13
Peaceful and silent study atmosphere, arrangement systematically, more space of reading room.	8
Computerized system as record keeping, digitization of library, internet facility, provision of information through library website, online services	8
Air condition	5
Photocopy, reduce cost of photocopies	5
Longer working hours	4
Database services, eBook facility	3
More friendly & approachable staff	2
Online book reservation, online tracker	2
Practical subject room for discussion, multimedia room	2
Better seats , clean tables and stacks	2
Reader friendly library	1
Displays	1
Specification of books listed down	1
More books to issue	1

The students were asked whether they expect any other facility or services from the library. It was found that there were many different expectations from various users. These findings were very much similar to the survey of University of Hongkong Libraries in 2004 (Woo, 2005) according to Woo (2005) the highest expected service attribute were excellent books collection, multiple copies of books, latest version of books, more management periodicals, updated collection, more renowned books for references, more no. of books on finance as identified by the study too. Attributes related to electronic resources, such as omputerized system as record keeping, digitization of library, internet facility, provision of information through library website, online services were also included in these expectations.

Table 4: Receiving mails from library regarding programmes and Attending programmes organized by the library

Responses	No. of Students		Percentage	
	Receiving mails from library regarding programmes	Attending programmes organized by the library	Receiving mails from library regarding programmes	Attending programmes organized by the library
Yes	11	27	14.47%	35.52%

No	65	49	85.52%	64.47%
Total	76	76	100%	100%

There were 65 (85.52%) students who said that they did not receive any mails from the library regarding any programme. Only 11 students (14.47%) said that they received mails from the library whenever any programme was to be held. The study showed that 49 students (64.47%) did not attend any programme organized by the library, whereas 27 students (35.52%) attended the programme arranged by the library and those who attended such programme are rated as good. There were students who took no interest in attending programme, while some students showed interest in attending such programme if organized by the library.

Table 5: Rate the staff according to the following qualities

Qualities of Staff	Always		Sometimes		Never		Total	%
	No. of students	%	No. of students	%	No. of students	%	No. of students	%
Helpfulness/ Friendliness among Library Staff	49	64.47	26	34.21	1	1.31	76	100
Knowledge	48	63.15	24	31.58	4	5.26	76	100
Quickness	38	50	33	43.42	5	6.57	76	100

The staff of library is the one who comes more in contact with the users. Hence the students were asked to rate the library staff according to the criteria provided. Among all the three criteria's i.e. knowledge, helpfulness/friendliness and quickness, 49 students (64.47%) said that the staff is always helpful/friendly and only 1 student (1.31%) said that the staff is never helpful/friendly.

Conclusion

The research was to examine the awareness and use of library services by the users. To study the strength and weakness of the library's services, the differences are judged on different levels such as frequency of use, satisfaction level after having used these services and sources as well as the suggestion regarding improvements in these services. For further research, data sample was chosen and analysis was done by determining the percentage. The results indicated that there were few students who utilized all the services available in the library.

The main conclusions of the study are:

- Many students are not satisfied with some of the library services like internet access facility, OPAC or audio-visual room.
- Usage of database by the users is also low either because the users are not aware of the service or they don't know how to use it.
- There are students who have no interest in attending programmes, while some students showed interest in attending various programmes if organized by the library.
- Usage of library website by the users is low as there are few independent library websites/blogs available.

Library is basically for its users. So, for fulfilling the requirements of the users some of the following methods can be used:

- Library should decide various ways of services like distribution of leaflets, brochures, advertisements, bulletins, suggestion box, internet, celebration of library day or week,

etc.

- Eye-catching posters can be used for highlighting a particular service or event.
- Publish newsletters to promote library services, programs, etc.
- Book talks, lectures, group discussions on specific topic or user interest can be conducted. This interaction with the users can help to understand their problems and issues while using the library services. The staff should take feedbacks from the users to know whether they are satisfied with the services provided to them or not.
- Demonstration of audio-video materials to the users can help them to make optimum use of the resources. Organization of seminars, exhibitions, library orientation programmes can also assist in the usage of the library.
- Develop library websites or blogs; create user groups through social networking sites like facebook so as to provide good and quick service online.
- Mobile service can be used to provide in hand service to the users.

From this study, it can be judged that which services need promotion. Besides, effective library systems should be, timely delivered their specific needs, easily understandable for use, by courteous and knowledgeable staff.

Recommendations for Improvement

Based on user feedback, several recommendations were made to enhance library resources. These included expanding the range of electronic resources, updating and diversifying the physical collections, improving search interfaces for online databases, and providing more user guides and tutorials for resource utilization.

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