

Users' Satisfaction of Tamil Nadu Agricultural University Library, Coimbatore: A Case Study

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Abstract

The present study has been undertaken to assess the users' satisfaction of Tamil Nadu Agricultural University Library, Coimbatore. Respondents satisfied with the Main Library services. The results reveals that the research oriented resources and the customized services like self arrangement, computers, printers, photocopy facilities have to be taken care of in the Library under study.

Introduction

The Tamil Nadu Agricultural University (TNAU) came into existence on June 1, 1971. However, it had its genesis from establishment of an Agricultural School at Saidapet, (then Madras) Chennai, Tamil Nadu, as early as 1868 and it was later relocated at Coimbatore during 1906. At present TNAU Coimbatore offers 12 Undergraduate Programmes, 29 Postgraduate Programmes and 27 Ph.D programmes. Its library is the oldest in the city functioning since 1910. It has acquired about 1,77,000 text and reference books and 4,500 theses and dissertations. About 380 national and international journals are subscribed with online access for most of the journals.

A University library may be described as the heart of the learning community, providing a place for students, Teachers and researchers to do their research and update their knowledge. Users' information need and satisfaction are vital for developing library collections, upgrading facilities, and improving services effectively.

Objectives

- a) To study the users' information seeking purpose.
- b) To find out the various methods and sources to acquire required information.
- c) To study the level of satisfaction about the available library resources and customized services provided to the users.
- d) To examine the users' needed/expected services provided by the Library.
- e) To know the users' willingness to pay for the information products and services.
- f) To investigate the users' preferred web based services.

Methodology

A questionnaire was prepared after comprehensive literature search and discussion with subject experts. The respondents are from P.G. students, Research Scholars and members of the staff belong to 12 out of 18 departments of TNAU, Coimbatore. The questionnaire was personally distributed to the respondents by the researcher. Totally 120 questionnaires were distributed, and received 95 questionnaires. The collected data was analyzed both quantitatively and qualitatively, and a five point Likert scale has been used to know the users, satisfaction of available resources and customized services of the library.

Table 1: Distribution of Respondents.

Distribution of Respondents	No. of Questionnaires Distributed	No. of Questionnaires Received	Response Rate (%)
Staff members	30	30	100%
Research scholars	40	30	75%
P.G. students	50	35	70%
Total	120	95	79.2%

Table 1 reveals that the response rate was 100% among staff members, 75% among research scholars and 70% among P.G. students. In total, the response rate was 79.2%.

Table 2: The Purpose of seeking information

S. No	Purpose	Staff members	Research scholars	P.G. Students	Total
1	For Research work	18 (60%)	27 (90%)	24 (68%)	69 (72.6%)
2	General Awareness	6 (20%)	03 (10%)	02 (7%)	11 (11.6%)
3	To Prepare the class notes	06 (20%)	-	02 (7%)	08 (8.4%)
4	Preparation for conference/ workshop /seminar	-	-	07 (23%)	07 (7.4%)

It is revealed from Table 2 that majority of the respondents (72.6%) seeking information for their own field of interest. The other purpose in the order of preferences are to gain general awareness (11.6%), to prepare class notes (8.4%) and preparation for conference / seminar or workshop (7.4%).

Table 3: Frequency of the users' visit to the library.

S. No	Purpose	Staff	Research scholar	P.G. students	Total
1	Daily	02 (6.7%)	04 (13.3%)	05 (14.3%)	11 (11.6%)
2	Four times a week	04(13.3%)	09 (30%)	12 (34.3%)	25 (26.3%)
3	Once in a week	13(43.4%)	14 (46.7%)	15 (42.9%)	42 (44.2%)
4	Once in two weeks	04(13.3%)	02 (6.7%)	03 (8.5%)	09 (9.5%)
5	Two times a month	04 (13.3%)	-	-	04 (4.2%)
6	Monthly once	03 (10%)	01 (3.3%)	-	4 (4.2%)

Table 3 depicts that the frequency of users' visit to the University Main Library. It is apparent that the majority of the users (44.2%) visit the library once in a week, followed by four times a week (26.3%). Of them 11.6% visit the library everyday, 9.5% once in two weeks, 4.2% twice in a month and monthly once each.

Table 4: Purpose of visiting the Library.

S. No	Purpose	Staff	Research Scholars	P.G. Students	Total
1	Research Purpose	21 (70%)	20 (66.7%)	18 (51.4%)	59(62.14%)
2	To spend Leisure time	-	-	05 (14.3%)	05 (5.3%)
3	To borrow books/Journals	04 (13.4%)	02 (6.7%)	09 (25.7%)	15 (15.8%)
4	To search e- journal articles	02 (6.7%)	05 (16.6%)	-	07 (7.4%)
5	To use CD/DVD / Microforms	01 (3.3%)	01 (3.3%)	-	02 (2.1%)
6	For self improvement	01 (3.3%)	02 (6.7%)	03 (8.6%)	06 (6.3%)
7	To take photocopy	01 (3.3%)	-	-	01 (1.0%)

It is revealed from Table 4 that a majority of the respondents (62.1%) visit to the Main Library to seek information for their research purpose. The other purpose in order of preferences are to borrow books/Journals (15.8%), to search e-Journals articles (7.4%), To spend leisure time (5.3%), for self improvement (6.3%) and to take photocopy (1.0%).

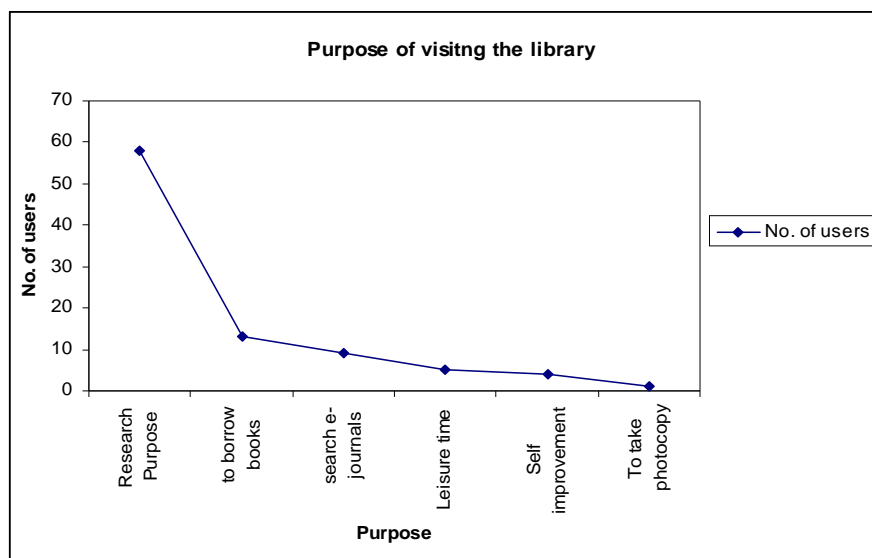


Chart1: Purpose to use the Library.

Table 5: Preferred Location to search their Required Information.

S. No	Location	Staff	Research scholar	P.G. Students	Total
1	Main Library	14 (46.7%)	15 (50%)	16 (45.7%)	45 (47.4%)
2	Department Library	08 (6.6%)	10 (33.3%)	11 (31.4%)	29 (30.5%)
3	Digital Library	06 (20%)	05 (6.7%)	07 (20%)	18 (18.9%)
4	From own Collection	02 (6.6%)	-	01 (2.9%)	03 (3.2%)

The table 5 gives that the various location to find the required information of the users. Majority of the respondents (47.4%) depend on main library source as a primary resource to gather information, followed by department library (30.5%). Of them, (18.9%) concentrated in digital library collection, and 3.2% from own collection.

Table 6: Preferred format of the information resources.

S. No	Preferred format	Staff	Research scholar	P.G. Students	Total
1	Document	15 (50%)	14 (46.7%)	17 (48.6%)	46 (48.4%)
2	Electronic	13 (13.3%)	16 (53.3%)	14 (40.0%)	43 (45.3%)
3	Audiovisual	02 (43.3%)	-	04 (11.4%)	06 (6.3%)

Table 6 indicates that the preferred format of the respondents. Most of the users (48.4%) are interested to use printed format of the resources, followed by (45.3%) electronic format, of them 6.3% like audiovisual format.

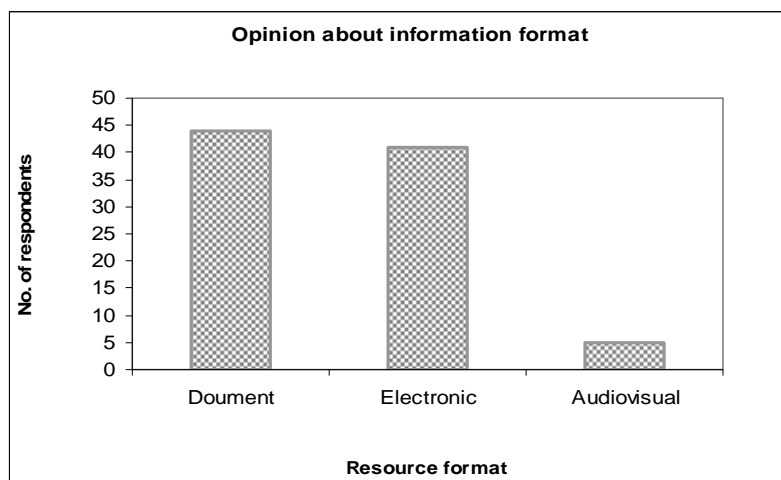


Figure 1: Preferred format of information resources.

Table 7: Communication Channels used to know the library collections and services.

S. No	Channel	Staff	Research scholar	P.G. students	Total
1	University website	19 (63.4%)	6 (20%)	15 (42.8%)	40 (42.1%)
2	OPAC	04 (13.3%)	16 (53.3%)	10 (28.6%)	30 (31.6%)
3	Consult with Library Staff	04 (13.3%)	05 (16.7%)	05 (14.3%)	14 (14.7%)
4	E-Mail	01 (3.3%)	02 (6.7%)	03 (8.6%)	06 (6.3%)
5	Library News Letter	02 (6.7%)	01 (3.3%)	02 (5.7%)	05 (5.3%)

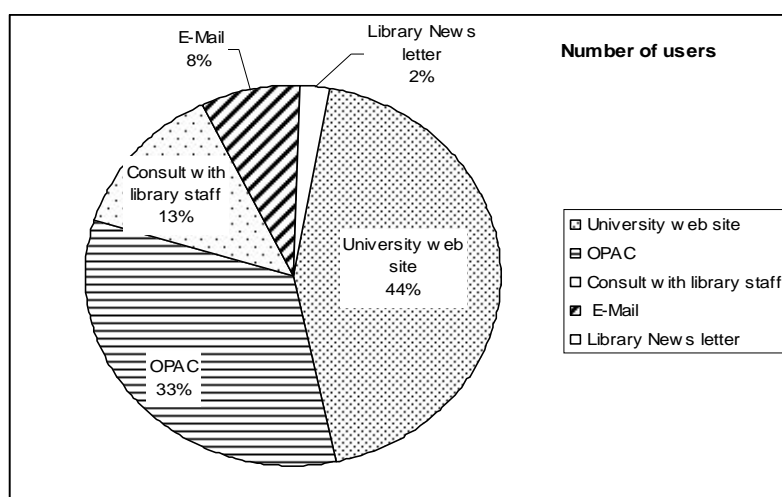


Figure2: Communication Channels used to known the library collections and services.

Table 7 depicts the details of channels which the respondents frequently used to find out the library collections and services. Most of the respondents (42.1%) search through University website, followed by OPAC (31.6%) service in the library. They also use other channels like Consulting with library staff (14.7%), e-Mail (6.3%), and Library News Letter (5.3%).

Table 8: Respondent suggestion about the library collection.

(No. of Respondents N=95)

S. No	Resource	highly Satisfied	Satisfied	DIS Satisfied	Highly DIS Satisfied	Un Decided	Mean
1	Text book collection	32 (33.7%)	58 (61.1%)	1 (1.0%)	1 (1.0%)	3 (3.2%)	4.2
2	Reference book collection	22(23.2%)	62(65.3%)	10(10.5%)	-	1 (1.0%)	4.0
3	Printed Journals	21(22.1%)	53(55.8%)	18(18.9%)	3 (3.2%)	-	3.9
4	e- journal	30(31.6%)	46(48.4%)	14(14.7%)	3 (3.2%)	2 (2.1%)	4.0
5	e- database collection	20(21.0%)	60(63.2%)	8 (8.4%)	5 (5.3%)	2 (2.1%)	3.9
6	Research oriented collection	18(19.0%)	52(54.7%)	22(23.2%)	1 (1.0%)	2 (2.1%)	3.9
7	CD/DVD collections	11(11.6%)	37(39.0%)	25(26.3%)	8 (8.4%)	14(14.7%)	3.2

1=undecided 2=highly dissatisfied 3=dissatisfied 4=satisfied 5=highly satisfied

Based on the mean values in Table 8, it is concluded that the satisfaction level, of the respondents about the library resources is almost equal for all the resources.

Table 9: Respondents opinion about the Library equipment and services.

(No. of Respondents N=95)

S.No	Attributes	Good	Fair	Poor	Mean
1	Required Materials found	55 (57.9%)	40(42.1%)	0	2.5
2	Self arrangement of library collections	50 (52.6%)	27(28.4%)	18(19.0%)	2.3
3	Facility of computer, printer, scanner & writer	42 (44.2%)	40(42.1%)	13(13.7%)	2.3
4	User friendly of OPAC	39 (41.1%)	46(48.4%)	10(10.5%)	2.3
5	Users Knowledge about the library resources	28(29.5%)	58(61.0%)	09(9.5%)	2.2
6	Availability of electronic resources in your field of interest	40(42.1%)	42(44.2%)	13(13.7%)	2.2

1=Poor; 2=Fair; 3=Good

Table 9 reveals the respondents' opinion about the library equipment and services. 55 respondents (mean=2.5) feel 'good' about the library equipments and services as the their required information found in the library. The (mean=2.3) users fairly satisfied like computers, printers, scanner facilities, user friendly OPAC service, and self arrangement of the library resources. The (mean=2.2) poor satisfaction with the users knowledge about the library holdings and existing Electronic Resources of their own field of interest.

Table 10: Respondents opinion about Customized library services

S.No	Attributes	Highly Satisfied	Satisfied	DIS Satisfied	highly DIS Satisfied	Un Decided	Mean
1	List of books/ Journals hit in OPAC	22 (23.2%)	62 (65.3%)	8 (8.4%)	02 (2.1%)	1 (1.0%)	4.0
2	Document delivery service	31 (32.6%)	46 (48.4%)	13 (13.7%)	02 (2.1%)	03 (3.2%)	4.0
3	Availability of computers & printers	04 (4.2%)	49 (49.5%)	35 (36.8%)	07 (7.4%)	02 (2.1%)	3.4
4	Training to use of library resources	17 (17.9%)	57 (60.0%)	19 (20.0%)	-	02 (2.1%)	3.5
5	Knowledge of library staff	21 (21.1%)	55 (58.0%)	17 (17.9%)	01 (1.0%)	01 (1.0%)	3.9
6	Help from library staff	21 (21.1%)	55 (58.8%)	17 (18.9%)	01	01 (1.1%)	3.9
7	Photocopying facility	15 (15.8%)	47 (49.5%)	20 (21.0%)	09 (9.5%)	04 (4.2%)	3.8
8	Library working hours	41 (43.2%)	4 (43.2%)	10 (10.5%)	01 (1.0%)	02 (2.1%)	4.2

1=undecided 2=highly dissatisfied 3=dissatisfied 4=satisfied 5=highly satisfied

Table 10 reveals that the respondents opinion about the customized library services. The respondents highly satisfied with the library working hours (mean=4.2), followed by the document delivery service and library source list found in the OPAC catalogue (mean=4.0), and knowledge of library staff, helping tendency of library staff is nearly satisfied (mean=3.9). The respondents have less satisfaction with photocopy service (mean=3.8), Information delivery methods (mean=3.5), orientation and training to use of library resources (mean=3.5), and computers & printing service (mean=3.4).

Table 11: Respondents need/expected information services.

S. No	Expected services	Staff	Research Scholars	P.G. Students	Total
1	SDI Service	02 (6.6%)	03 (10%)	02 (5.7%)	07 (7.4%)
2	CAS Service	03 (10%)	02 (6.6%)	03 (8.6%)	08 (8.4%)
3	Abstracting Service	11 (36.6%)	03 (10%)	06 (17.1%)	20 (21.1%)
4	Indexing Service	06 (20%)	02 (6.6%)	06 (17.1%)	14 (14.7%)
5	Inter Library Loan (ILL)	04 (13.3%)	06 (20%)	02 (5.7%)	12 (12.6%)
6	Photocopying service	2 (6.6%)	7 (23.3%)	05 (14.3%)	14 (14.7%)
7	Not answered	2 (6.6%)	7 (23.3%)	11 (31.5%)	20 (21.1%)

To survey the users' needs/ expectations regarding information services, six types of information services were identified and formulated. The responses analyzed in table 11 reveals that 21.1% of the respondents required Abstracting service, 14.7% expect Photocopying and ILL services, followed by Indexing service 12.6%. Of them (16.7%) of the users require SDI and CAS services. Totally 21.1% of users did not answer, Among them one third (31.5%) are P.G students, one fourth (23.3%) are Research scholars and 6.6% are members of the staff.

Table 12: Respondents Willingness to pay for Information Services.

S. No	Willing to Pay	Staff	Research Scholar	P.G. Students	Total
1	No	12 (40%)	16 (53.3%)	17 (48.6)	44 (46.3%)
2	Yes	15 (50%)	10 (33.3%)	11 (31.4%)	37 (39.0%)
3	Not answered	03 (3.3%)	04 (4.4%)	07 (20.0%)	14 (14.7%)

It reveals from Table 12 that the majority of respondents (46.3%) are not willing to pay for developing information products and services, Only (39.0%) of the respondents are ready to pay fees and 14.7% of the users did not answer.

Table 13: Respondents opinion about Effective communication channel to dissemination of information (Number of respondents N=95)

S. No	Communication Channel	Highly Effective	Effective	Fairly Effective	Slightly Effective	Not at all	Mean
1	Library Web Site	43(45.3%)	36 (37.9%)	14 (14.7%)	01 (1.0%)	01 (1.0%)	4.2
2	Notice Board	21(22.1%)	47 (49.5%)	16 (16.8%)	08 (8.4%)	03(3.2%)	3.7
3	Circular	23 (24.2%)	36 (37.9%)	25(26.3%)	06 (6.3%)	05(5.3%)	3.6
4	E - Mail	51(53.7%)	37 (39.0%)	04(4.2%)	02 (2.1%)	01(1.0%)	4.4

1=Not at all; 2=Slightly Effective; 3=Fairly Effective; 4=Effective; 5=Highly Effective.

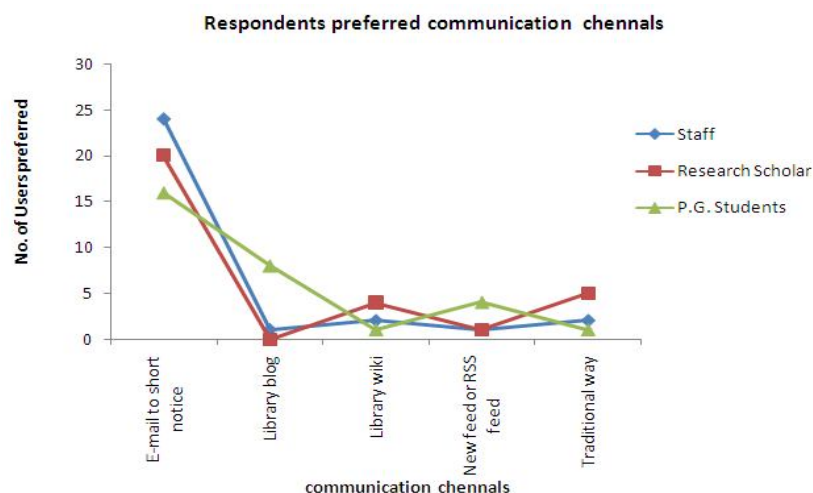


Chart 2: Respondents opinion about effective communication channel to dissemination of information.

Table 13 indicates the respondents opinion about the effective communication channel to know the library resources. Majority of the respondents (mean=4.4) were preferred E-Mail, followed by Library Web Site (mean=4.2). Other channels like Notice Board display (mean=3.7) and Circular method (mean=3.6).

Findings of the Survey

- Majority of the respondents (72.6%) were seeking information for their research purpose.
- Only 44.2% of the users visit the library once in a week, followed by 26.3% Four times a week.
- Majority of the respondents 62.1% use the library to find their specific information for their own fields of interest.
- More than 47.4% of the respondents acquire their required information from Main Library, followed by their Departmental library 30.5%.
- A majority of the respondents (48.4%) preferred print format and 45.3% were like electronic format resources, only 6.3% prefer audiovisual sources.
- Most of the respondents 42.1% to find out the library resources through the University website, next their vision fall into the library OPAC.
- Respondents unsatisfied with Research oriented collections and printed journals.
- The respondents have fairly knowledge about library resources and services.
- Respondents satisfied with customized services like library working hours, document delivery system, knowledge and help tendency of library staff.
- Users unsatisfied with the computer and printer facilities and training given to use the library resources.

- Most of the Academic staff and Research scholars expected (21.1%) Abstracting service, (14.7%) photocopying service and Indexing services , (12.6%) Inter library loan service. Majority of the P.G. students are not awareness about these services.
- Majority of the respondents (46.3%) were not willing to pay for developing information products and services and 39.0% were ready to pay for above services, while 14.7% users not answered.
- Majority of the respondents preferred web based communications like “e- mail to short notice” and “ Library Web site” methods. These methods are very effective and fulfill the individual information requirements immediately.

Conclusion and Suggestions

- As expected, the users are least satisfied with the photocopy services, availability of computers, printers and scanning facilities. The librarian should investigate this matter further and if these services are well managed then it is likely that the usage will spread throughout all the users in the campus.
- Prompt service in the main library is also appreciated by the users, though request for inter library loan rate is low. Majority of the respondents are not awareness about the various information services provided by the library. The Librarian should take the promotional efforts such as user orientation and personal contact programs at regular intervals, in addition to follow marketing techniques to exposing the library holdings.
- Majority of the respondents preferred web based communication. So that the Agricultural University library has to pay more attention on customer supporting services. There have to be increased efforts to improve communication channels between the users and librarians to assist in selection and retrieve the information effectively.
- Though entire communication world preferred electronic media, till the library users have expected in the printed documents. So the electronic media have not replaced completely print media. But the library environment should be changed according to the technological advancement. So the library users must be changed their information seeking methods and develop their skills depends upon the Digital library environment. So the new and specific information resources needs searching practice such as methodical training, formal and informal training to gain the quality in information searching.

Respondent Suggestion

- A need -based collection should be developed, the Research Scholars and P.G.Students should be allowed to recommend the books relevant their research and project areas.
- The book lending transaction should be extended at all library working days up to library closing time.

- The text book collection should be strengthened with latest editions and more number of copies.
- B.Tech. Bio-Energy users strongly recommended that they required Engineering based E-resources for their subject related field separately. These resources are available at AICTE Consortium, Delhi with nominal cost.

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