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RESEARCH ARTICLE

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USERS USAGE VERSES SATISFACTION OF LIBRARY PRINT AND DIGITAL RESOURCES AND SERVICES IN UNIVERSITY LIBRARIES: A CASE STUDY OF JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA

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ABSTRACT

The library as one of the main service oriented organization in any academic institute the assessment of library resources and services through user perspectives is very important. It provides a prompt feedback for libraries to assess and improve their resources and services to users. The aim of this research paper was to measure the availability of resources and services satisfaction and usage performance of the postgraduate students of the Jawaharlal Nehru Technological University Library, Kakinada, Andhra Pradesh. The data was collected through questionnaire. A total 600 questionnaires were distributed to the respondents and 415 questionnaires were received indicating 69.14% response rate. The performance gap analysis was used to determine the satisfaction and usage pattern of available resources and services. The most important areas are satisfied by the postgraduate students was book lending service followed by reference service, IT base services, Internet and Intranet facility. Reprographic service, online journals, college website information, book lending service etc. are the largest negative gap between the satisfaction and usage performance. The findings of this study give a good insight to improve student's satisfaction providing a better service in identified areas.

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INTRODUCTION

Advances in Information Communication Technology (ICT) during the past few decades have brought radical changes in the way information is gathered, stored, organized, accessed, retrieved and consumed. Today's users have their information needs met via a number of options. They need not come physically to the library to use print formats but can stay at home or the office and access online library resources and services via networks or authentication methods at any time. In order to exploit the current information explosion, utilization of print and digital resources in the libraries for rapid development is necessary and important. Digital resources can be used for efficient retrieval and meeting information needs. The aim of this research was to measure the desired resources and services satisfaction and actual usage pattern of the users of the Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh. This is very important for academic libraries since most of them call for more and more research work. This important fact is convincing many libraries to move towards digital resources, which are found to be less expensive and more useful for easy access. This type of study is essential to conduct user survey in order to improve the existing library services, plan new services, rationalize the limited financial

resources in an economical way, evaluate the performance of the library and enhance the user satisfaction.

JNT University Kakinada: A Back Drop

The Jawaharlal Nehru Technological University Kakinada (JNTUK was originally The College of Engineering, Vizagpatnam' at the time of its establishment in 1964. It is now a sprawling campus of 110 acres, green with mango trees in the fast developing port city of Kakinada, East coast of peninsula India. Kakinada has a rich political literacy and cultural heritage passed on through generations This college became a constituent of the Jawaharlal Nehru Technological University Kakinada w.e.f 02-10-1972 through an act of legislature along with other sister institutions under the control of the then Director of Technical Education, Government of Andhra Pradesh. Earlier, it was affiliated to Andhra University. In the year 2003 the college has become autonomous. The main library is situated in a separated block housing more than 76,500 volumes and contributed 12 numbers of journals maintained by two qualified librarians and necessary supporting staff for 12hrs a day for 6 days and 9 a.m to 1.00pm on Sunday. It is undergoing changes for automation. In addition, a book-bank with more than 3500 volumes is at the disposal

of students for borrowing by BC, SC and ST categories. These books are procured from the funds provided by the Social Welfare Department. Over and above, each of the Engineering Departmental Libraries to reduce the burden on the Central Library and for the convenience of staff.

Objectives of the study

The objectives of the present study are as follows:

- To know the users' satisfaction levels on the availability of library print and digital resources and services in JNT University Library, Kakinada
- To examine the users' usage levels on the availability of library resources and services in JNT University Library, Kakinada
- To determine the gap (satisfaction-usage pattern) on the availability of resources and services in JNT University Library, Kakinada

Limitations

- The study covers only the postgraduate students (such as M.Tech., M.B.A. and M.C.A) of Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh.
- It does not cover undergraduate students, faculty members, and supporting staff of JNT University, Kakinada.

RESEARCH METHODOLOGY

The methodology of this research is based on the exploratory design.

Sources of the data: The required data for the study was collected from the primary and secondary sources. The primary data was collected from the questionnaires. The secondary data was collected from various sources like books, journals, websites etc.

Data collection instrument: The primary data was collected through questionnaire tool which was carefully designed and tested to analyse the usage and satisfaction levels of the availability of library print and digital resources and services in Jawaharlal Nehru Technological University Library, Kakinada.

Sampling Population: This study is conducted among 600 postgraduate students of (M.Tech., M.B.A. and M.C.A) Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh. The response was received from 415 users which constitute 69.17% of response rate.

Data analysis

Ranked satisfaction verses usage pattern of resources and services: It is evident from Table 1, with regard to the print resources that users are more satisfied with old question papers as compared to other print resources. With regard to the digital resources that users are more satisfied with the Internet facility as compared to other digital resources and services. With regard to the services, users are more satisfied with the book lending service as compared to other services. With the overall satisfaction levels of users in each of the twenty two attributes ranked from 1 to 22 with their corresponding satisfaction ranking. The five most important areas satisfied by the postgraduate students were (1) book lending service (3.32 out of 10), (2) Reference services (3.25 out of 10), (3) IT based services (2.96 out of 10), (4) Internet facility (2.91 out of 10) and Intranet facility (2.90 out of 10). The five least satisfaction areas were (1) Selective dissemination of service (1.45 out of 10), (2) Current awareness service (1.50 out of 10), (3) Inter library loan (1.50 out of 10), (4) online journals (1.73 out of 10), and CD-ROM database (1.78 out of 10).

Ranked usage pattern verses satisfaction of resources and services: It is evident from Table 2, with regard to the print resources that the users preferred to use text books heavily as compared to other print resources. With regard to the digital resources that users prefer using the Internet heavily compared to other digital resources and services. With regard to the services that users preferred to use the book lending service heavily as compared to other services. With the overall usage pattern levels of users in each of the twenty two attributes ranked from 1 to 22 with their corresponding usage ranking. The five most important areas heavily used by the postgraduate students were (1) book lending services (3.58 out of 10), (2) reprographic and reference services (3.33 each out of 10 respectively), (3) IT based services (3.19 out of 10), (4) Intent facility (3.16 out 10) and (5) College website information (3.06 out of 10).

Table 1. Ranked Satisfaction verses usage level of resources and services

Resources	Satisfaction Score	Rank Satisfaction	Usage Score	Rank Usage
Book lending service	3.32	1	3.58	1
Reference service	3.25	2	3.33	2
IT based services	2.96	3	3.19	3
Internet	2.91	4	3.16	4
Intranet	2.90	5	2.76	11
Old question papers	2.86	6	2.92	8
Newspapers	2.85	7	2.89	9
Reference books	2.84	8	2.93	7
Text books	2.80	9	2.94	6
College website	2.79	10	3.06	5
Dissertations/projects	2.76	11	2.80	10
Reprographic service	2.52	12	3.33	2
Periodicals/journals	2.50	13	2.67	12
Online lectures	2.40	14	2.51	13
OPAC	1.99	15	2.12	15
Online books	1.85	16	1.98	16
Online databases	1.79	17	1.75	17
CD-ROM databases	1.78	18	1.80	18
Online journals	1.73	19	2.20	14
Inter library loan	1.50	20	1.65	19
Current Awareness service	1.50	20	1.48	20
SDI service	1.45	21	1.45	21

Sampling instrument: The sampling technique used here is simple random sampling method.

Sample size: The sample size of this study comprises of 100 percent of the postgraduate students of (M.Tech., M.B.A. and M.C.A) Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh.

Ranked gap analysis: The gap analysis identifies the performance of the libraries as perceived by postgraduate students. Gap analysis identifies the gaps between the usage levels of the resources and services and the satisfactory level of the resources and services. The mean values are derived by subtracting the 'mean score of usage of resources and services' from the 'mean score of satisfaction of resources and services'. This comparison reveals the gap analysis.

Table 2. Ranked Usage pattern verses Satisfaction level of resources and services

Resources	Usage Score	Rank Usage	Satisfaction Score	Rank Satisfaction
Book lending service	3.58	1	3.32	1
Reprographic service	3.33	2	2.52	12
Reference service	3.33	2	3.25	2
IT based services	3.19	3	2.96	3
Internet	3.16	4	2.91	4
College website	3.06	5	2.79	10
Text books	2.94	6	2.80	9
Reference books	2.93	7	2.84	8
Old question papers	2.92	8	2.86	6
Newspapers	2.89	9	2.85	7
Dissertations/projects	2.80	10	2.76	11
Intranet	2.76	11	2.90	5
Periodicals/journals	2.67	12	2.50	13
Online lectures	2.51	13	2.40	14
Online journals	2.20	14	1.73	19
OPAC	2.12	15	1.99	15
Online books	1.98	16	1.85	16
Online databases	1.75	17	1.79	17
CD-ROM databases	1.80	18	1.78	18
Inter library loan	1.65	19	1.50	20
Current Awareness service	1.48	20	1.50	20
SDI service	1.45	21	1.45	21

Table 3. Ranked Gap Score (Satisfaction-Usage) of Library Resources

Resources	Mean Satisfaction	Rank S	Mean Usage	Rank U	Mean Gap (S-U)	Rank gap (S-E)
Reprographic service	2.52	12	3.33	2	-0.81	1
Online journals	1.73	19	2.20	14	-0.47	2
College website	2.79	10	3.06	5	-0.27	3
Book lending service	3.32	1	3.58	1	-0.26	4
Internet	2.91	4	3.16	4	-0.25	5
IT based services	2.96	3	3.19	3	-0.23	6
Periodicals/journals	2.50	13	2.67	12	-0.17	7
Inter library loan	1.50	20	1.65	19	-0.15	8
Text books	2.80	9	2.94	6	-0.14	9
OPAC	1.99	15	2.12	15	-0.13	10
Online books	1.85	16	1.98	16	-0.13	10
Online lectures	2.40	14	2.51	13	-0.11	11
Reference books	2.84	8	2.93	7	-0.09	12
Reference service	3.25	2	3.33	2	-0.08	13
Old question papers	2.86	6	2.92	8	-0.06	14
Newspapers	2.85	7	2.89	9	-0.04	15
Dissertations/projects	2.76	11	2.80	10	-0.04	15
CD-ROM databases	1.78	18	1.80	18	-0.02	16
Current Awareness service	1.50	20	1.48	20	0.02	17
Online databases	1.79	17	1.75	17	0.04	18
Intranet	2.90	5	2.76	11	0.14	19
SDI service	1.45	21	1.45	21	0	20

Table 3 indicates the overall comparisons made at the outset, between the usage levels and satisfaction levels with regard to various library resources and services. It shows an absolute negative performance gap of all library resources and services except current awareness service, online databases and intranet facility. There is no gap between the usage and satisfaction level of SDI service. The first five areas with the highest negative gap between the usage and satisfaction level of library resources and services such as (1) Reprographic service (-0.81, with an satisfaction ranking 12/22), (2) Online journals (-0.47, with an satisfaction rank 19/22), (3) College website information (-0.27, with an satisfaction rank 10/22), (4) Book lending service (-0.26, with an satisfaction rank 1/22) and (5) Internet facility (-0.25, with an satisfaction rank 4/22).

CONCLUSION

This study which measured both the user satisfaction and usage pattern gave a better picture of how well the library stands as a service organization. The most important areas are satisfied by the postgraduate students was book lending service followed by reference service, IT base services, Internet and Intranet facility. The highest usage items was book lending service, reprographic and reference service, internet facility and college website information. It shows an absolute negative performance gap of all library resources and

services except current awareness service, online databases and intranet facility. There is no gap between the usage and satisfaction level of SDI service. The five areas with the highest negative gap between the usage and satisfaction level of library resources and services such as reprographic service, online journals, college website information, book lending service, and Internet facility. "It is clear from the study that the library information resources and services available in Jawaharlal Nehru Technological University Library, Kakinada, Andhra are not adequate. The resources are either not available or inadequate or they are not trained to make use of them, which is the reason for such negative gaps in performance growth."

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