CHAPTER V
FINDINGS, CONCLUSION AND SUGGESTIONS

5.0 Respondents’ Profile

A total of 3230 users at the District Central Library, Madurai responded to the survey by returning the duly filled in questionnaire. Of the total respondents, 61.76 per cent were males and 38.24 per cent were females and that 56.04 per cent of the respondents were members of the public library while the remaining 43.96 per cent were non-members.

Regarding the age-wise distribution of respondents, users represented almost all the age group range. It was found that maximum number of respondents were between the ages from 26 to 50 years amounting to 25.76 percent of the total respondents followed by respondents belonging to the age group from 15 to 25 years and subsequently age groups of below 14 years, 51 to 60 years and 61 and above with 19.97 percent, 16.28 percent and 14.61 percent respectively.

Regarding the educational qualification of the respondents, users fitted into five major groups in which the graduate students occupied the highest number with 24.12 percent of the total respondents. The second and the third positions went to respondents with educational qualification as ‘SSLC and below’ and Under Graduate forming 21.11 and 19.32 percent respectively. Respondents with HSC and Post Graduate degrees
formed 18.54 percent and 16.9 percent respectively of the total distribution.

Occupations were broadly classified into nine groups which covered the entire survey lot. It was found that students and government employees had each a higher score among the survey respondents forming 17 percent and 15 percent respectively. The next larger group were the teachers with 12 percent followed by Private employees and unemployed respondents with 11 percent each. On the lower side were respondents belonging to occupations with agriculture and business with 10 percent and 8 percent respectively. Respondents who were retired and respondents with other unlisted occupations formed 8 percent each of the total survey lot.

5.1 Library Usage: Various Facets including Effectiveness

The purposes of the library visits of the respondents were classified into four major categories namely Education, General knowledge, Government examination and Entertainment. Distribution of respondents among the four categories was relatively similar forming an average distribution of 25 percent each. Respondents with the purpose of their visits as ‘Entertainment’ and ‘General Knowledge’ formed 54 percent of the total survey lot.

5.2.1 Effectiveness of Various Collections : Users’ Views

In the context of the level of satisfaction regarding various types of library collections, text books had scored a higher level of satisfaction with
78.02 percent while 18.13 percent rated them as medium and 3.25 percent rated low. Competition/exam books and Novels/Story books rendered relatively higher satisfaction level than magazines, newspapers and reference books with 74.8 and 75.57 percent of total respondents rating them to their highest satisfaction level.

For Novel/Story books, 10.25 percent of the respondents in the survey provided low rating. Reference books had a higher number of ‘medium’ rating with a total of 37.52 percent. It is interesting to note that in case of various library collections, whenever respondents opted to give a score to any of them, it was either as low as around 15 percent while the highest rating exceeded 50 percent.

It can be inferred that, comparatively speaking, text book collection rendered the highest satisfaction level with a mean value of 7.58 followed by competitive exam books and Novel/Story books with a mean value of 7.31 and 7.29 respectively. Other three library collections such as magazines, newspapers and reference books had relatively lower mean satisfaction levels with 6.96, 6.92 and 6.81 respectively.

5.2.2 Effectiveness of Internet : Users’ Views

Of the total respondents, 72.63 percent had used the internet for a period between 6 to 12 months, whereas 27.37 percent of the respondents had been using the internet for a period of below 6 months. Regarding respondents’ reasons for the usage of the internet at the District Central library, the present survey enlisted five reasons. It is
found that the maximum number of the respondents (58.58 percent) indicated that ‘the availability of the staff assistance’ as important reason for the usage of internet in the library, followed by free/low cost access (54.33 percent). From the graph, it can be inferred ‘my only source of access to the internet’ received least number of response.

Regarding the purposes of respondents’ use of internet at the library, it is found that, maximum number of the users (54.77 percent) were using the library internet for the purpose of Job search. Second highest score (47.99 percent) for using the library internet by the respondents is towards the academic study followed by the purpose to send emails with 46.72 percent of the respondents. Least purpose to use library internet is for doing office work, web development and real estate search with 8.85 percent, 13.9 percent and 14.21 percent of respondents respectively.

Regarding the frequency of usage of library internet, 13.37 percent of the respondents had used once in two weeks’ time, whereas a significant 34.27 percent of the respondents had used internet for once in a week time. 24 percent of the respondents were using internet daily while 28.33 percent of respondents were using rarely.

Regarding the opinion about the internet services provided by the District Central library, a very high number of the respondents (96.66 percent) agreed upon the opinion that the library has sufficient internet connected computers to meet public demand followed by the opinion that
library staff provided sufficient assistance to the users in using the internet (96.38 percent). Opinions that were related to library internet infrastructure and staff assistance were better rated by the respondents in the survey. Opinions related to access to chat sites and audio sites had higher number of neutral and disagree response from the respondents. A total of 9.47 percent of respondents disagreed with the opinion on usage of library internet for accessing chat sites followed by 9.2 percent of respondents disagreed with the opinion on the usage of accessing audio sites. It is interesting to note that 30.8 percent and 31.96 percent of the respondents strongly agreed with the opinion on the usage of accessing audio/chat sites using library internet, which also has highest number of respondents disagreeing the same opinions.

The opinion that the overall internet service provided by the library meeting the users' requirement, was strongly agreed by 23.73 percent and agreed by 65.9 percent of the respondents. The opinion disagreed was by 6.22 percent of the respondents followed by 4.15 percent of respondents rating it with neutral. Regarding the opinion on the downloading capacity of the library internet, it was strongly agreed by 21.49 percent of the respondents whereas 71.51 chose the option agreed and 3.99 percent of the respondents disagreed with the opinion followed by 3 percent who chose to be neutral.
5.3 Identification of Levels of User Satisfaction

For identifying the service level regarding various facets, a total of 27 factors were identified and provided in the survey questionnaire. Their response was in a scale mark of 1 to 9, which signifies their acceptable level as low, medium or high. It is found that respondents gave the highest (68.08%) priority to the factor ‘Library enables me to be more efficient in my academic pursuits’, second priority went to ‘Satisfaction over the support for my learning, research and for teaching’ with (67.28%) and the third priority went to the factor ‘Satisfaction with the way I am treated in the library’ with (66.63%). It could be observed that around 15 factors had a very similar and close priority level and highest priority level of these factors were found to be around 60 to 68 percent. Some of the factors such as ‘How would you rate the overall quality of the services provided by the library?’ , ‘Helps me to distinguish between trustworthy and untrustworthy information’, ‘Employees who understand the needs of users’ had a large number of respondents with low priority levels considering other factors in the list.

It could be inferred that 7.21 was the highest mean value for the factor ‘Satisfaction with the support for my learning, research and for teaching’, followed by the factor ‘Library enables me to be more efficient in my academic pursuits ‘ with 7.18 while the third highest mean (7.16) went to the factor ‘A place for learning and entertainment’.
It is found that the respondents with a higher priority (62.35) were to the factor ‘Library’s readiness to fulfill users information needs’, second priority (62.14) provided to the factor ‘Knowledge of the staff to fulfill information needs’ and the third priority (61.58) was provided to the factor ‘Individual attention given to users’. It can be inferred from these high priority factors that the users of the library expect the staff to be better service friendly and attentive to their needs and expectations. There were around 15 factors which has a similar priority level from 50 percent to 60 percent. The factor ‘Adequate book collection to fulfill my information needs’ has the highest low priority level from the respondents.

Here are the mean values of the acceptable levels that were provided by the respondents for the 27 factors that determine the desired service level in the library. The factor ‘Employees who instill confidence in users’ had the highest mean priority with a value of 6.92, closely followed by the factor ‘Comfortable and inviting location’ with a value of 6.91. The lowest priority level score was that for the factor ‘Print and/or electronic journal collection I require for my work’ with a value of 6.41. From the mean values it could be inferred that the respondents provided weightage to the library service level and staff attentiveness and rated them as highest desired level factors. Regarding the priority for perceived service level as per the response from the respondents it can be inferred that the respondents had given highest score (57.48) for the factor ‘Provides me with information skills I need in my work and study’. The second (56.25) and the third (56.13) were provided for the factor ‘How would you rate the
overall quality of the services provided by the library?’ and ‘Library’s readiness to fulfill users information needs’ respectively. It is interesting to note that almost every factor were given a high priority score in the range 50 percent to 60 percent. It is perceived that the respondents were having high level of satisfaction on the overall quality of library service provided and the information availability.

Here are the mean value of the total scores provided by the respondents for the factors considered to express the perceived service level of the library. The highest mean value of the score (6.67) is provided by the respondents for the factor ‘Provides me with information skills I need in my work and study’. Second (6.66) and third (6.63) mean values were provided by the respondents for the factors ‘How would you rate the overall quality of the services provided by the library?’ and ‘Library’s readiness to fulfill users information needs’ respectively. It can be inferred from the values that the user had perceived the employees guidance, quality of service, ambience and availability of information in the library as high satisfaction factors.

With regard to the minimum level of service that is acceptable to respondents, it is found that the factor ‘Satisfaction over with the support for my leaning, research and for teaching’ has the highest mean rank with a value of 15.34. This is followed by the factor on the library readiness to fulfill user information with a mean rank value of 15.29.
With regard to the desired level of service that is acceptable to respondents, it is found that the factor ‘Individual attention given to users’ had the highest mean rank with a value of 15.02, followed by the factor on the library readiness to fulfill user information with a mean rank value of 14.95. It is to be noted that the same factor figured with the second higher mean rank in the previous section on minimum service level that is expected from the library. The third higher mean rank (14.91) score was to the factor ‘Knowledge of the staff to fulfill information needs’. From the chi square test result, it can be inferred that a significant difference exist in the mean ranks among the factors that were rated by the respondents towards the desired service level of the library. This is reinforced with a statistically highly significant p value of less than 0.005 or .05 % level.

With regard to the perceived level of service that is acceptable to respondents, it is found that the factor on ‘the overall quality of the service provided by the library’ had the highest mean rank with a value of 14.81, followed by the factor on the library resource on information skills that were available to the user with a mean rank value of 14.77. The third higher mean rank (14.91) went to the factor ‘Library’s readiness to fulfill users’ information needs’. The least mean rank went to the factor on evaluating the comfort and inviting location of the library.

5.31 Not Ready to Compromise

The respondents had chosen to react positively to the collection, services and the internet connectivity by expressing their satisfaction
magnanimously. When the questionnaire asked them to mark the three levels namely minimum, desirable and perceived the respondents did not want to compromise. The score given by a majority to the minimum level that they may be satisfied at a point that exceeds the desirable and actual levels of services at the library despite demographic variations among the respondents.

Based on the mean rank for the quality of library services derived from the data analysis it can be identified that a minimum desirable service occupies the highest mean rank with the value of 2.07. The second (2.03) and the least (1.89) mean ranks were provided to overall expected level and actual level of services in the library.

From the result we can infer that the respondents were of the view that actual services that were available in the library still needed to be aligned with their expected and desired level of services.

Based on the chi-square test, it is found that there is a difference between overall actual service and the other two services (overall minimum desirable service and overall expected service). Since p value is less than 0.01, the null hypothesis is rejected at 1% level of significance. It may be concluded that respondents do differ with regard to quality of library services offered by the library taken for the present study.
5.31.1 Overall Minimum Desirable Service

While discussing the overall minimum desirable service to male and female respondents, it is observed that male respondents had more Mean score (186.84) when compared to female respondents (182.26).

While discussing the minimum desirable services expected by the respondents, it is found that respondents who were students or pursuing academic research had the highest mean score (190.21) and the least score goes to respondents who practice agriculture (172.45 ). This observed difference is statistically significant since one way ANOVA value is (F = 17.45) is significant at 0.01. Further the post hoc test namely Tukey HSD test result confirms that respondents whose occupation was business do differ statistically with other respondents except unemployed and retired categories, with regard to overall minimum desirable services.

5.31.2 Overall Expected Level of Service

With regard to overall expected level of service by male and female respondents, it is observed that male respondents had more mean score (181.54) when compared to their counterparts (176.38). This difference is statistically significant since ‘t’ value 4.5874 is significant at 0.01 level.

While discussing the expected level of services, it is found that respondents whose occupation was business had the highest mean score (192.21) and the respondents who had retired from professions had the least mean value (174.33). This observed difference is statistically significant since one way ANOVA value is (F = 15.634) is significant at
0.01 level. Further the post hoc test namely Tukey HSD test result confirms that respondents who were students do differ statistically with teachers, government employee, business people and agriculturists with regard to overall expected level of services. Additionally, it can be observed that there is a significant difference between teachers and government and private employees.

5.31.3 Overall Perceived Level (Actual) of Service

While discussing the overall actual services rendered by the library, it is found that respondents who were doing business had the highest mean score (189.21) and the respondents who were retirees had least mean value (171.33). This observed difference is statistically significant since one way ANOVA value is (F = 14.275) is significant at 0.01. Further the post hoc test namely Tukey HSD test result confirms that respondents who were students do differ statistically with government employees, private employees, business people and agriculturists with regard to overall actual services. Further it is found that teachers differ statistically with government employees, private employees and business professionals and retired persons differ with business, agriculturists and unemployed.

5.4 Usage of the Library by Different Categories of Users

While discussing the overall usage of library, it is found that respondents who were teachers had the highest mean score (10.255) and the respondents who were retired had the least mean value (6.33). This
observed difference is statistically significant since one way ANOVA value is \( (F = 19.672) \) is significant at 0.01. Further the post hoc test namely Tukey HSD test results confirms that respondents who were retired do differ statistically with students, teachers, government employees, private employees, business and agriculturists with regard to actual usage of library. Further it is found business people differ with students, teachers, government employees, private employees and Agriculturist differs with government employees, business professionals and retired people.

5.5 Overall Service in the context of Different Usage Purposes

Particulars of the ANOVA results for various dimensions of services for the respondents using the library for different purposes are as follows:

5.5.1 Overall Minimum Desirable Services for Different Usage Purposes

When considering the distribution of entries for the minimum desirable services expected by the respondents visiting the library with different purposes, it is found that respondents who used the library more for educational purpose had the highest mean score (189.21) when compared to the other groups, whereas respondents who uses library for entertainment purpose had the least mean score (172.86). This observed difference is statistically significant since one way ANOVA value is \( (F = 26.924) \) is significant at 0.01. Further the post hoc test namely Tukey HSD test result confirms that respondents who used the library for education do
differ statistically with other respondents who used the library for government examination and entertainment with regard to overall minimum desirable services.

5.5.2 Overall Expected Level of Service for Different Usage Purposes

While considering the expected level of services, it is found that respondents who used the library for educational purposes had the highest mean score (187.57) and the respondents who used the library for general knowledge, had least mean value (175.46). This observed difference is statistically significant since one way ANOVA value is (F = 21.573) is significant at 0.01. Further the post hoc test namely Tukey HSD test result confirms that respondents who used the library mainly for entertainment do differ statistically with other groups namely those who used for education, government exams and general knowledge with regard to overall expected level of services.
5.5.3 Overall Perceived Level (Actual) of Services for Different Usage Purposes

While considering the overall actual services rendered by the library, it is found that respondents who used the library mainly for government examination preparation purpose had the highest mean score (187.54) and the respondents who use for general knowledge had the least mean value (174.23). This observed difference is statistically significant since one way ANOVA value is (F = 39.369) is significant at 0.01 level. Further the post hoc test namely Tukey HSD test result confirms that respondents who use the library mainly for entertainment do differ statistically with other respondents who used for education, general knowledge and government examination with regard to overall actual services. Further it is found that respondents who used the library for educational purposes, differs with those using library for government exams and Entertainment.

5.6 Hypotheses Test Results

Hypothesis 1: There exists a significant difference between the satisfaction level of the respondents with regards to library collections at the District Central Library under study.

The hypothesis proved positive. From the chi-square test result (Table 4.21), it is found that there exists a significant difference between the mean ranks towards the satisfaction level of the respondents with regards to library collections. This is reinforced with a highly significant p value less than 0.005 at .05 % level from the test.
Hypothesis 2: There exists a significant difference among the various factors that were rated by the respondents towards the perceived service level of the library.

The hypothesis proved positive. From the chi square test result (Table 4.25), it can be inferred that a significant difference exists in the mean ranks among the 27 factors that were rated by the respondents towards the perceived service level of the library. This is reinforced with a statistically highly significant p value of less than 0.005 or .05 % level.

Hypothesis 3: The respondents covered under the present study do differ with regard to the usage of internet.

The hypothesis proved positive. From the chi-square test result (Table 4.28), it is found that the respondents taken for the study do differ with regard to the usage of internet since P value is less than 0.005 or .05 % level.

Hypothesis 4: There is no difference between the overall actual service and the other two services namely overall minimum desirable level of service and overall expected level of service.

This null hypothesis is rejected. Based on the chi-square test (Table 4.29), it is found that there exists a difference between the overall actual service and the other two services namely overall minimum desirable level of service and overall expected level of service. Since p value is less than 0.01, the null hypothesis is rejected at 1% level of significance. It may be concluded respondents do differ with regard to quality of library services offered by the library taken for the present study.
Hypothesis 5: Regarding the overall minimum desirable service there exists a difference between male and female respondents.

This hypothesis proved positive. While discussing the overall minimum desirable service to male and female respondents, it is observed that male respondents had more Mean score (186.84) when compared to female respondents (182.26). However, this difference is significant since the ‘t’ value (2.3657) is significant at 0.01 level.

Hypothesis 6: Regarding the overall expected level of service there exists a difference between male and female respondents.

This hypothesis proved positive. With regard to overall expected level of service by male and female respondents (Table 4.30), it is observed that male respondents had more mean score (181.54) when compared to their counterparts (176.38). This difference is statistically significant since ‘t’ value 4.5874 is significant at 0.01 level.

Hypothesis 7: In the context of overall usage of the Madurai District Central Library, there exists a difference between male and female respondents regarding the overall minimum desirable level of service; overall expected level of service and overall actual level of service.

With regard to overall actual services offered by the library, male respondents had more mean score (178.31) when compared to female respondents (172.39). This difference is statistically significant, since ‘t’ value 8.1257 is significant at 0.01 level. As far as overall usage of library, male respondents had more mean score (25.84), than the
female respondents (25.12). However this difference is statistically significant since the ‘t’ value 1.4839 is significant at 0.01 level.

**Hypothesis 8:** In the context of overall usage of Internet at the Madurai District Central Library, there does not exist any difference between male and female respondents regarding the overall minimum desirable level of service; overall expected level of service and overall actual level of service.

This hypothesis proved positive. As far as overall internet service in the library, female respondents had more mean score (11.83), than the male respondents (12.24). However this difference is not statistically significant since the ‘t’ value 0.503 is insignificant at 0.01 level, therefore null hypothesis cannot be rejected. This implies that distribution of male and female respondents does not differ significantly.

### 5.7 Conclusion

The survey fulfilled the objectives of the study through finding the test results of a set of formulated hypothesis. The findings of the present investigation reveal that there is a gap between users’ expectations and users’ perceptions of service offered at the District Central Library, Madurai. The study brought out the significant variations within the different user categories of respondents in the context of library usage, perceptions and level of satisfaction regarding collections, service and internet facility at the District Central Library. The variations are acceptable as the respondents belonged to different categories and happened to be heterogeneous in nature. The respondents belong to
various age groups ranging between 14 years of age and 61 years and
above. Among them, were people with different educational qualification
that included people having upto SSLC, then with Higher Secondary,
Graduates, Under Graduate Students and Post Graduates. Occupation-
wise, the respondents were identified into 9 groups namely Students,
Teachers, Government Employees, Private Employees, Business people,
Agriculture, Unemployed, Retired and Other occupations. A sum total of
3230 users of the District Central Library located at Madurai responded to
the present study.

The results of the investigation revealed that, all the services were
not being operated to the users’ perceptions. The users had high
expectations for various services. Their perceptions differed from their
expectations in many aspects. This means that, the level of actual
services offered by the library were not to their satisfaction. From the
users’ perspective the scores of their perceptions were lower in
comparison to their expectations regarding the service quality at the
District Central Library.

5.7.1 Users’ expectations

The results of the study revealed that the users had high
expectations of quality library service. Other than textbooks, novels and
competitive exam books, three library collections such as magazines,
newspapers and reference books had relatively lower mean satisfaction
levels. Of the 27 factors, some factors such as ‘How would you rate the
overall quality of the services provided by the library?’, ‘Helps me to
distinguish between trustworthy and untrustworthy information’, ‘Employees who understand the needs of users’ had a higher low satisfaction levels considering other factors in the list. The inference is that the users expect an enhanced environment at the library regarding services satisfying their learning, studying, teaching and research needs.

5.7.2 Users’ perceptions

The results of the study showed that the users perception were found to be high for certain services and low for others. Services with fairly high perceptions include: staff who instil confidence in users and adequate print journal collection. Services with low perceptions included: library facilities and library as place, some staff services, library web page and certain areas of the library collection like Newspapers, magazines.

5.7.3 Gap between users’ expectations and perceptions

The gap though not uniform in all aspects, was there between the users’ expectations and their perceptions of the collection, services and the internet facility offered at the District Central library, Madurai. It is clear from the findings that a few services met the service quality expectations of the users to a fairly good extent while other services did not. This means that the users expectations exceeded their perceptions.

5.8 Recommendations

Certain recommendations are proposed for the improvement of the levels of collections, services and the internet facility are proposed to the State Level Authority as well as to the Local Library Authority.
Public Library System should have its own State level Ministry as in developed countries and in West Bengal (India) instead of being part of the Directorate of Public Instruction.

The website of the Tamil Nadu Public Library System should be updated in all aspects. It is available in English only now with a lot of typographical errors and grammar mistakes. It should provide the parallel Tamil version also. At present, the Coimbatore district Public Library system alone presents a website independent of the Tamil Nadu Public Library System’s website. Each of the component district of the Tamil Nadu State should have a website with a digital collection of local history that can be an exclusive domain of the local public library alone.

Evaluation of library service in the context of user satisfaction has become imperative in modern societies where right to service and right to information have become individual legal rights. Hence, Public library evaluation at the individual unit level and the whole state level should be made periodical and mandatory on the part of the Library authority itself besides permitting scholars from outside also to undertake and supplement the studies.

The State level Authority and Local Library Authorities of each district should announce annual development plans for their units over their websites.
The questionnaire covered three major areas of the Madurai District Central Library namely the collections, service and the internet facility. Regarding the performance of the Madurai District Central library, the public are happy though limitations on the side of the library cannot be ruled out. In the first division of the questionnaire, the respondents’ opinions were sought by means of liker scale scores regarding their satisfaction over the three areas and in the second division of the questionnaire, all the three major areas were covered by 27 factors attached with scoring scale for each. In the first division, the respondents, in a majority expressed their satisfaction expressing their positive approach giving good rating scores to the various collections, services and the internet service. When it came to a three points approach namely the overall minimum level of service, overall desirable level and overall actual level of service, their score card for minimum level of service was higher than the other levels. This trend actually reveals that the public expects more from the Madurai District Central Library. Moreover, the results reveal that their interest for a higher standard of public library services as well as their enhanced dependency for the public library are found to be at higher rate.

As the needs and expectations of library users change in the digital environment, Public libraries should find the best ways to define their user communities, understand what they value, and evolve digital library collections and services to meet their demands.
5.9 Suggestions for Future Studies

The present study is comprehensive in nature truly reflecting the LIBQUAL+ model of the American Research Libraries. The study included samples from all age groups, varying educational qualifications thereby reaching a heterogeneous group. The resulting factor is that the gap regarding various aspects could not produce unanimity or a consensus could not be reached. This limitation can be averted if scholars in future chooses homogeneous groups in every one of such studies so that the gap between the users’ expectations and the actual status in collections, services and internet facility at the Public library under study may be pinpointed to the core. Though there have been a number of studies on Tamil Nadu Public Libraries system, copies of such reports are not available at the Public libraries. Hitherto at least, every scholar should make it a point to deposit a copy of her/his report to the Directorate of Public Libraries, Tamil Nadu so as to help scholars with similar studies in the future.