Chapter – 2

Review of Literature

Introduction

No study can be better understood without the support of the review of related literature. Even through the previous studied, which are directly connected with the research study are very few. Any research cannot be taken in isolation. The research taken accumulated in the past its result of constant endeavour. According to food “The key to the vast store house of published literature may open doors to resource of significant problems and explanatory hypotheses and provide helpful circulation for definition of the problem, background for selection of procedure and comparative data for interpretation of result. In order to be truly creative and original one must read extensively and critically as stimulus to thinking.”

Borg W R (1989)7 viewed that “Review of literature forms the foundation for the education researcher. If the foundation is not built properly, the likelihood increases that the ensuring steps will be redundant to previous knowledge or naive in its purpose. Insights gained through the review will lead to a better prepared and better designed project.”

Reading on work done by other researchers in the area relevant to this research topic has helped to formulate the research objective and methodology. For this study researcher reviewed the related literature in the area of library services, customer satisfactions measurement, service quality assessment based on SERVQUAL, SERVPERF, and LibQUAL+™ etc. To obtain the in-depth knowledge, which forms the sound base of investigating into the research problem, the related literature is reviewed under the following heads:

Gronholdt L and Martensen A (2003)8 this survey carried out among users of five Danish libraries with particular reference to library of Copenhagen Business School. It has explained the Customer Satisfaction Index of European as well as American which was found on valid structural model for the operational requirements. This approach used to find importance of library in users’ point of view, their individual satisfaction and loyalty and not only the service but also on the collection; electronic collection; library environment and the human side of user service.
2.1 Size and quality information Library services

Akobundu D U and George C (2011)\textsuperscript{9} this study has determined the correlation between the use, size and quality of information sources for library services. They investigated about Universities in the Southeast of Nigeria libraries.

2.2 By Using SERVQUAL instruments

Rasul G and Sahu A K (2011)\textsuperscript{10} evaluated the status of Information Technology and service quality at IIMT Library, users’ perspective and also determined service delivering succeed to its users, and understand the status of IT supported resources, facilities and services in IIMT library. The users’ expectations and their perception of quality of resources and services in the library were measured by using SERVQUAL instruments.

Nimsomboon and Nagata (2003)\textsuperscript{11} examined Thammasat University’s library service quality from users’ perspective. On the base of the service quality dimensions of modified SERVQUAL questionnaires related to collection of library its affect on organizational service and personal’, with reference to affect customers’ evaluation of service quality by factor analysis method. The problems of clients encountered when using library services are also investigated. They found that most of the users’ expected expectations were not up to mark due to insufficient and non-updated collection.

Heron and Ellen (1996)\textsuperscript{12} suggested that good library managers should know what library a customer expects and what the profitable ways to extend library quality services. It is suggested that to measure service quality from customers’ perspective SERVQUAL is an alternative planned, popular and standardized instrument. For the library settings and assessing library service qualities SERVQUAL should be continuously used they also studied how other traditional statistics gathered by libraries had a lack of relevance while measure the library’s performance in terms of element important to customer. They suggested that library managers should point out about the service quality level whether it is good or bad or indifferent and they should also suggest any action to improve service performance.

Landrum and Prybutok (2009)\textsuperscript{13} highlighted the importance of SERVQUAL method and its effective used for measuring service quality. To measure Information Centre
and Information System they evaluated and designed instruments and compare with SERVQUAL. Outcome of this evaluation, that performance-based on version of SERVQUAL for the best measuring tool for expectations of the management purpose.

Hassanzadeh M, Sharifabadi S and Derakhshan M (2010) examined the Iran’s Central Library of Management and Planning Organization service quality from its users’ point of view by using modified version of SERVQUAL questionnaire. The research was conducted about library and its services compared to the Standards of National Library of Iran as the special Libraries. Received positive response and found to meet most of the standard. The factors like library environment, information delivering and library personnel can also investigated by researchers. This study was focused on the development of staff and their required training, to make quality services easily available for library users.

Sherikar A. and Jange S. (2006) this study evaluated and measured service quality of ten university libraries of Karnataka, India. The quality dimensions were used by SERVQUAL questionnaires based on assurance, access, communication, reliability, responsiveness, tangibles and the result indicated that university libraries are found satisfactory to little extent based on the scale techniques.

Hernon P and Nitecki D. A. (2001) have discussed three main reasons about library’s interest in service quality and recognized relation between library and customer in which customers share information about their expectations and libraries should provide better service to satisfy their users. Parent institutions are also force to know the users need and fulfill them. The study indicated that now a day competition is increased and service provider should maintain sharp decline internal user statistics. The paper highlighted that the modified SERVQUAL as an alternative instrument for library service providers.

Nitecki D.A. (1997) It identified the attention to the library service environment. In which traditional collection is the component of the quality condition, but it is not the total excellence component. He recommended that the modified SERVQUAL instrument may use in library service settings it help to measure and provides result for managers to know their progress regarding the service activities. This instrument
should not be comparison among setting and usefulness to improve service management in academic libraries.

Somaratna S and Peiris C. (2011) Colombo University Library system’s users survey were carried out by using a SERVQUAL modified version, conceded to find out service level in the point of view of library users and they were asked about the library’s status of actual service delivered, importance of the service to them and also understand their expectations about the service. Highlighted the dimensions of quality library service and an exploratory factor analysis was used. The present study specified that the collection and access is the predictor of overall quality service.

Landrum, Prybutok, Zhang and Peak (2009) paper investigated the service quality perceptions of professional information system users as well as measured the relationship between the relative importance allocated by the systems under the five SERVPERF dimensions were shared with SERVQUAL instruments.

Melo and Sampaio (2002) the article described quality evaluation model for academic libraries and investigated mix action model justified by Common Assessment Framework, balanced Scorecard and Analytic Hierarchy Process; Quality of product and service evaluation was done with SERVQUAL model that measures the performance of libraries of the Universidade do Porto of Portuguese.

Chou T and Chen Y (2012) was conducted an empirical study to demonstrate and validate the service factors of an academic library by Decision Making Trial and Evaluation Laboratory (DEMATEL) model which obtained the service quality improvement factors and features for academic libraries. This study also extracted the service attributes from the SERVQUAL model and then examined their values in users’ mind. They suggested several dimensions should pay attentions regarding library service quality. Three improvement techniques, ‘Enthusiasm Enhancement’, ‘Librarian Training and Standard Operation’ and ‘Prevention Strategies’, were presented for library management.

Coleman V, Bair L, Chollett B and Xiao Y, (1997) this study provided feedback from users on their perceived, minimum and desired level of service from Stering C Evans an academic library to measure service quality. SERVQUAL measuring instrument was used. The result revealed discrepancies prevailed along dimensions of
assurance, empathy reliability, and responsiveness. The tangible dimensions exceeded the customers’ minimum acceptable service level, and this dimension was viewed as the second least important for measuring quality by customers. Tangible was only dimension where the library performed consistently within the zone of tolerance. Not any of the perceived scores was above the desired service level. The data clearly indicated that there was a difference between the priorities expressed by the library’s customers and the level of service quality delivered by the library.

Filiz Z (2006)\(^{23}\) this study was about students’ expectations and quality of environment, system, library and information quality and satisfaction of Osmangazi University Library and Anadolu University Library and service quality was measured by modified version of Servqual. The result indicated that generally users were satisfied with the service providers.

Cullen R (2001)\(^{24}\) this article explored on the relationship of user satisfaction, quality of service they obtained from the service provider and also done the user surveys to analyzed electronic library services in terms of customers expectations and evaluating electronic service delivery used by SERVQUAL model on the micro and macro level, complex relationship between qualities services its satisfaction level. Researcher found clear gaps between these relations and advised the professionals for reducing these gaps and for overcome from it.

Sharma S K, Sharma G and Anand V K (2010)\(^{25}\) Libraries require to constantly keeping an eye on changing desire and expectations of users in order to tailor their service offerings. Extreme competition offered by the e-resources has made it necessary for the libraries to continuously innovate. Current study was adapted on SERVQUAL based questionnaire to know current status of with the library services in two Universities in Punjab. Findings showed that there is no significant difference among library users on the basis of age, educational qualifications and gender but there is a major difference between the service providers and users on various aspects of service quality. The study suggested that users, staff management, publishers and sponsors be supposed to help in improving quality of services provide by libraries.

Shoeb Z S and Ahmed S M (2009)\(^{26}\) investigated to assessed among IUBL users of Bangladesh’s private university library and its quality, by using instrument of
SERVQUAL modified version for survey. The survey explained that the users’ responses for perceived, minimum, and expected services and found out gap scores were calculated and compared between perceived and minimum services; perceived and expected services by gender and status groups.

Shahin Arash (2010) this paper critically reviewed service quality, its gap model and the difference evaluated between perceptions and customer’s expectations quality by using SERVQUAL instruments. The study suggested to the organizations that they can assess at least on five dimensions of quality service to find out the level of quality services provided to the users. For regular evaluation of quality service employees should evaluate their service by the external customer, an internal customer too considers categories of service aspect, of responsiveness and reliability, on the basis of these judgment the internal service quality and these efforts should continue to help an advance the understanding of the concept, to measure and improve service quality.

Martin S (2003) described the library services of Cornwall, Devon and Somerset of ten NHS libraries by SERVQUAL. The projects focused on the quality of library services; enable the ten libraries to measure their own service quality and to benchmark themselves against others. This customer based approach counter the big is beautiful emphasis of traditional collection based criteria of quality. Result useful for library managers to spotlight service quality and to understand most important aspects of service quality are within the health library community.

Landrum, Hollis, (2009) investigated the relationship between the relative importance allocated by the systems users to each of five SERVPERF dimension. Survey explored that the service quality perceptions of professional information system users.

2.3 By LibQUAL/ LibQUAL+™

Thompson and Cook (2002) has investigated thirty four items of LIBQUAL from ARL institution and confirmed the LIBQUAL+ norms that decide the library service quality dimensions. These standardized norms would be helped to identify and to make improvement of given library.
King M (2009)\textsuperscript{31} surveyed and compare on how often users make use of the library web page, the library facilities, and non library information source users at San Jose State University. Respondent were satisfied comfortable and inviting location, willingness to help users and on space made available for group learning and group study. Users were least satisfied with electronic journal collection, remote electronic accessibility.

Thompson B, Kyillidou M and Cook C (2002)\textsuperscript{32} survey researchers developed matrix sampling in which large items to inquire views of participants and also reduced the burden on them. The data collected and evaluated from the LIBQUAL+ Lite protocol that analyzed location of perception by minimum expectable and desired expectation.

Shi X and Levy S (2005)\textsuperscript{33} provided an overview of library service assessment practices, an examination of the LIS research model development, and analysis of the measures applied in the library outcome assessment activities. A review of applications of research models for measuring service quality in the other service industries has lent support for the design of measures for library service quality. LibQUAL\textsuperscript{TM}, a widely recognized assessment tool in libraries, has been used as an example in this study for analysis of existing library service quality measures. Merits and limitations of LibQUAL\textsuperscript{TM} have been investigated. Both conceptual and empirical issues are addressed. Recommendations are offered for better development of a research-guided approach that can be used to identify refinements for more reliable measures and to steer practical assessment activities in libraries. Employing a research-guided approach allows libraries to evaluate their services systematically, identify any areas for improvements effectively, and thus manage their daily operations successfully.

SIIT, The library and information Service Centre (2008)\textsuperscript{34} to measure and improving in library service quality, the SIIT conducted a survey was used questionnaire of LibQUAL +\textsuperscript{TM} containing 22 core items and found that library were more frequently used by students of UG than graduate students, staff and faculty members. The library quality service is acceptable, but require to improvement up to reach the desired level of service to users. Faculty members and Graduate students were expected better quality services from the library than undergraduate students. Users were gave remark for quality improvement.
Cook Colleen, Health Fred and Thompson Bruce (2001)\(^{35}\) this study authenticated feature linked with the quality library services in a research university. They advised to adopt hierarchical factor analysis to know quality services. They briefly described SERVQUAL inadequate and how Hierarchical Models works in library environment.

Blixrud J C (2002)\(^{36}\) discussed qualitative and quantitative investigation for the development administrating plan of a web based survey, representativeness versus responsiveness, score reliability and response rate. It is 2002 & 2003 analyzed data report of inspected institutions and it provides examples for the use of longitudinal data.

Shedlock J & Walton L (2004)\(^{37}\) LibQUAL\(^{+\text{TM}}\) version had used and surveyed for two consecutive years and it provided useful information about Galter Library to understand users perceive the library service quality. Positive result offered in the first and in the second year’s more explored and in depth result were received and also provided information on what users want and need from the library. Comparative result offers an additional insight, and best practices when exploring specific remedies that would improve services. As a result of LibQUAL\(^{+\text{TM}}\) score, researcher detected that it can used further for users positive response to actual change made in library services and programs.

2.4 Library Quality assessment

Ackermann E (2007)\(^{37}\) this paper explained three sections

(1) Traditional way of library assessment in which data was collected on expenditures, collections, personnel and public services, PhDs granted, faculty & enrollment, etc.

(2) Interaction and challenge of the current state of assessing the library services; instructions; components; and resources.

(3) Implication for the future of library assessment.

2.5 By Gap Theory

Horon P (1996)\(^{38}\) discussed service quality, assessment outcomes and evaluation of library services from a customer perspective. He suggested the steps that measuring
the level of discrepancy between expectation, and perception of what the library actually provides, wants of library customers, identifying situations in which the customers expects more than they believe they receive, found the gap and taking action that decreases or eliminates such gap. He listed direct measuring ways pre/post test, capstone courses, developmental portfolios, content analysis, citation analysis, think aloud protocol, tests, videotape or audiotape evaluation and exit interviews and he also suggested graduation rates, professional licensure, retention rates, focus groups, and survey were an indirect measuring items.

Heron P (2001) discussed the Theory of Service Quality Gap, where gap is calculated among customer’s expectations and management’s perceptions from the view of users, not by library manager. He critiqued on service quality measurement tools such as SERVQUAL and LIBQUAL.

Babalhavaei F., Moghaddam A. Aqili S and Shakooii(2009) A assessed the performance of library at Islamic Azad University, Science and Research Branch through gap analysis. Researchers developed questionnaire which was based on ACRL standards, LibQUAL and ISO 11620 standards and quality assessment tools.

Rehman S U & Hadi W M E (2012) this study endeavoured to determine the usage pattern of library IT resources among the graduate students of University of Agriculture, Abeokuta library, their frequency of using the resources, the preference among IT resources, and usefulness of the resources to their studies. The conclusion of the study is that the majorities of the respondents are aware of availability of IT resources and its usefulness in their academic activities. Students require assistance of library staff to whenever they want.

Manjunatha (2007) studied the “Impact of technology on Quality of services in Technical and Management Libraries in Karnataka.” The DSIR, Government of India sponsored research work was carried out to understand technology status while supported to resources services and customers in the select libraries of Karnataka state and the comparison was done with IIT and IIMs for the purpose of benchmarking. He found that the students of state libraries perceived more gaps as compared with national libraries. The gap is more visible in student community. The level of expectation of faculty of IIM is high as compared with state libraries. In nutshell, the
networking related services created multiple choices of accessibility to the users. The way of improvement is the successful application of it in the libraries. Automated library functions, on-line access to full text databases, Web OPAC, Digital Library, remote access are few major highlights of it, whereas benchmarking is mapping out the milestones of future development. It is an ongoing process of improvement. It is process of understanding the user requirements and application of it for the future improvement.

Manjunathan K. & Shivalingaiah D (2004) explained the theory, development and results of an empirical study on service quality. The study also attempted to understand expectation and perception of customers of academic libraries and observed there difference in customer expectations and perceptions among the customer different disciplines or academic status. Further the research identified the gap between customer expectations and perceptions. The study revealed that there is a mismatch between the priorities expressed by the respondents and the level of quality of the library resources, facilities and services provided in their library. The customers regardless of disciplines and categories, held consistently low perception on the performance of library facilities and services. The gap in the perceived quality were consistently low across the customer disciplines, the faculty members experienced fewer gaps comparison to students and research scholars. He warranted the service provider that sincerity, self-interest and commitment are to be served to the customers. Furthermore they suggested that regular customer survey, used full advantage of technology and managerial skill would be use for continuous improvement of service quality.

Tan Pey Lin and Foo Schubert (1999) this paper reported the use of modified 22 items SERQUAL instrument to measure the service quality of a Singapore Statutory board special library. The data analyzed, the expectation-service Gap Grid and identified service shortfalls of the library.

2.6 Library service & Customer Satisfaction

Seneviratne D (2006) the paper discussed and evaluated a user satisfaction and guided how to improve the collection and services of a library. Respondents were immensely pleased with performance and helpfulness of the staff; quite satisfied with the print collections; and least satisfied with space and ventilation and dissatisfied
with the noisy environment and lack of study areas. Based on the findings, sever steps were suggested to modify and change collection development, services and customer care. The more grieving problems were forwarded for authorities’ attention. Survey led to more intimated analyzing of the strengths and weaknesses of the library and it was illustrated that such studied are needed in regular intervals for improvement and to find out the answers which would be helpful to librarian to be more attentive to the objective of satisfying users and to execute changes depending on the user’s needs.

Ramesha, Kumar B D and Kanamadi Satish (2004) evaluated IT based services on the basis of user requirements and satisfaction. The study was conducted in the University Libraries in the Karnataka state. In this study the researcher used the survey research method followed by two different sets of questionnaires one for users and another for the providers (facilitators) of service for the Librarians. In the findings of the study, researchers noted that out of 7 universities only 3 have full time librarians and further the existing staff strength, both professional and others, is highly inadequate compared to magnitude of the work. These libraries have traditional and modern infrastructure and IT facilities and network facilities are available in most of the university libraries. Most of them were participating in the one/other network system for sharing the resources. The researchers also traced out the awareness level of the users regarding the computerization activities of the library. Library and information services failed due to lack of manpower. The study indicated that the university libraries are lacking in the programs of users awareness and publicity. The researcher mentioned the need for the library professionals to update new skills by considering the changing environment in the respondent libraries.

**Virginia University Library, USA (1999)** Virginia University Library undertook a project, to find the improvements for shelving practices in their own Library. The main aim was to provide measuring external quality standard and cost of internal process, and help in identifying the opportunities for improvement. The project was chosen collaboratively in 11 libraries. The flow charts of the shelving process of these libraries were prepared by collecting the relevant data from the libraries including site visits to those libraries. By using the data collected from the questionnaire, site visit reported that about the shelving that it should change.
The study consisted of the study of each library shelving process by creation of flow charts, followed by site visits for studying the shelving process of 68 each of them as well as other than the shelving process, training to employee, number and level of employees, sorting areas, new book routines, pick up routines. The data collected by using the questionnaire method, e-mail survey, site visit reports.

Benchmarking University Libraries in Netherlands (1998)\(^4\), a group of Libraries of Dutch university worked together with the objective of developing a performance measurement instruments for benchmarking in Year 1998 & 1999. The purpose of the project was after its completion; these entire libraries used of monitoring performance the method in relation to one another.

The project aims were designed an effectiveness of measuring instruments based on performance indicators and realized libraries services in relation to the requirements of their users; efficiency of their management and necessary better ways to analyzed improve them, if any.

The participant libraries were Universities of Groningen, Nijmegen, Leiden, Rotterdam, and Amsterdam and the project was supported by the IWI consortium. The difficulty in comparing the collected data of Dutch University Libraries led them into developing the measuring instruments which can be used for measuring the library processes.

The performance indicators were decided and sub grouped into four groups:

1. HR and Financial (Primary input)
2. Facilities for the user and its range (secondary input)
3. Internal processes and its efficiency (throughput)
4. Uses of various facilities (output)

The final set of 24 performance indicators for libraries were Resources, Expenses on collection, subscriptions and electronic resources etc., Library’s expenditure and own revenues.

Apart from demonstrating the indicators, 2 questionnaires were prepared for getting the opinion of users and library staff. Sample surveys of 500 to 700 respondents were taken. The results were assessed in connection with the indicators.

1. The set of instruments used
2. A manual: directions about data collection
3. Overview of measuring quantities and performance indicators
4. Guideline for interpreting the indicators
5. Questionnaires
6. Results benchmarking: a form where institution coordinating and incorporates the collected data from the survey.

At the end of the project, the participating libraries decided annually data would send for national benchmarking. Implementation of the model was done in Library of Nijmegen University, participating in the benchmarking project. It took more than 2 years to implement the same. The result of the project was improved performance of various library sections as mentioned.

Manjunatha (2003)\(^9\), in his doctoral research work on “quality of Library and information services: a study of customer satisfaction in academic libraries”, observed that users of professional education experience more gaps as compare to general education. He also observed that perceived service quality, customer satisfaction and word of mouth are directly related. In this study he found the following hypothesis true as that the users of Professional education such as engineering or medicine will experience more gaps compare to the users of science and social sciences regarding their expectations and perceptions. As customers perceptions of quality of library services (measured as difference between perception and expectation (Psq)), increases their overall satisfaction level also increases.

Unegbu M, Igbokwe N and Obinna O (2004)\(^{50}\) studied lectures’ satisfaction, their information needs and problems which affects library services of Imo State University and Federal University Technology in Owerri. 45.9% IMSU and 61.4% FUTO respondent were not satisfied regarding library services that unavailability of information sources, limited copies of information sources, unpleasant library policies these inhibiting factors relate to inadequate library and information source.

Nnadozie C, Egwin F and Ossai Onah V (2010)\(^{51}\) this descriptive research explored to measure library quality of Mbaitoli LGA in Imo State of Nigeria by using purposive sample technique. The result showed that information services exist in different forms in all the surveyed communities, rural libraries were almost none-existent in 93.5% villages covered and, so have not played the expected role in rural information dissemination and the available information agencies are not properly coordinated of rural communities information needs. It was also found that deprived funding, lack of information infrastructure i.e. rural libraries; community radio, rural newspaper etc.
and high cost of information materials are amongst the several problems which delay the usefulness of community based information services.

Dash N and Padhi P (2010)\textsuperscript{52} the present study described parameters of quality, concept is changing regarding the quality in a library, determinants of services in a library, different methods of national and international quality assessment approaches in library and information systems at present.

Dash J (2008)\textsuperscript{53} focused on total quality management in libraries and view that the situation which challenged in libraries quality management. The survey indicates that time to time library managers should implementation the necessary changes to satisfy their clients and exhibit that they are valuable the sustained survival and provisions of their organizations.

Adeniran P (2011)\textsuperscript{54} this study was concluded that users of Redeemers’ University library were satisfied with the library services; however, there is need for improvement in the services provides by the library. The study has provided data on the perception of academic staff and students about the library staff. It also enables the library to improve on the services it renders to the university community as stated in the questionnaire used for this study.

Patience L Simmonds and Syed Saad Andaleeb (2001)\textsuperscript{55} argued on major issues among academic librarian while providing services and observed that provision and access to service as just a physical place. Due to Technology and automation the roles of libraries and librarians themselves have been re-evaluating. They highlighted that the library services are more important than physical library building and should be regularly measured.

Vara Lakshmi (2003)\textsuperscript{56} traced out the available standards’ and compared it with the recommendations and suggestions made by UGC expert committees. He assured that various standards with special reference to developing countries developed by IFLA that provided standards for purpose of organization, collection, staff, budget, technology, preservation, conservation for university libraries. He elaborated that there is no any authentic standards approved and revised by UGC to evaluate college libraries in India and it is suggested there should be standard model by keeping in technology-based information environment view to set up college libraries in India.
Gordon Heather (2008)\textsuperscript{57} conducted users survey for recognize priorities and supervise the key issues which affecting users at the JCU library of two consecutive years. The result indicated that improved by 1% from 2006 and 5.3% from 2004.

Vergueiro W and Carvalho T (1999)\textsuperscript{58} from the point of view of the customers Brazilian academic libraries quality were discussed. The questionnaire for data collection was based on Cullen, Calvert (1996) on the academic libraries of New Zealand. In the present research, it was implicit that the physical dimensions and characteristics of the seven Dentistry information services permitted the managers to keep in closer contact with their public. Research based on 16 variables and it must be present during the evaluation of the quality of information service in academic institutions. Theses indicators are access, communication, reliability, quality, response, tangible, security, warranty, customer satisfaction, cost-benefit and response time etc.

Bolarinwa J & Olorunfemi D (2009)\textsuperscript{59} explained that an academic library where a group of people actively and co-ordinately help users and staff deal with each other in the larger organizational environment to achieve both individual and collective goals. Library organizational structures are created to they further gave enlighten on methods of organizational communication, organization communication and academic library service, factors effecting on organizational communication climate, its barriers and also explained techniques of improving communication. Information is paramount for librarians, and effective communication is very important factor, for poor productivity communication barriers have to lead. The benefits from quality communication cannot be overemphasized.

Alabi G (2011)\textsuperscript{60} this study was carried out in an academic library in the South Africa- Eastern Cape and it was focused on four factors of the library services which were acquisition, circulation, libraries administrative processes of maintaining its collection and users’ satisfactions on catalogue. Independently these four factors were measured by branching technique developed by Kantor and the present study was satisfaction on 33% and suggested opinions for upgrading library performance.

Nuan Hsieh P, Long Chang P and Horng Lu K (2000)\textsuperscript{61} this article reviewed over the last five decades developed in quality management tools and techniques and then
focused on the nature of interaction between librarian and customers, unique characteristics of library operations, the making of recommendations appropriate application of quality management concept and techniques. They commented that manufacturing –based models and techniques for managing quality may be unproductive unless a clear understanding of the particular nature of the service sector is used to re-focus the model and select an appropriate set or sequence of tools or techniques. This article presents a novel framework for incorporating quality management into library and information services. All libraries can select the appropriate techniques for their program with the framework dimensions proposed herein and they recommended those libraries wanting to continuously improve their service quality and completely satisfy customers must create a customer oriented culture in their organization. First, a framework of total quality management must be established for the library by promoting a quality culture before applying any particular technique. The techniques must be considered as an integral part of the total quality system.

Lombardi (2006)\textsuperscript{62} this projects were only on client satisfaction he discussed on the library funding system and its affect on student success and outcomes, and how it was needed central to their respective universities’ missions.

Heron P (2001)\textsuperscript{63} during OK ACRL’s annual conference he discussed the concept of service quality and its effect on assessment. While computing discrepancy level between wants of library users and their perception of what the library actually provides, situations like the users expect more than they believe they receive categorized these circumstances, find out gap and followed by the action that decreases such gaps. According to him the customer perspective is the most accurate measure of service quality. He insured that library service quality centres may work more on evaluation of library services from a user’s point of view and he suggested following above steps for betterment.

Shah N U (2013)\textsuperscript{64} this empirical study investigated the relationship between the service quality offered by the library and its satisfaction level. Data collected from SCEE NUST library users through self administered questionnaire. For data analysis descriptive statistics and factor analysis were used. The result shows that the level of user satisfaction is enhanced when library services quality is improved.
Chandrashakara J & Kumari A H (2013) 65 This survey is focused on the effectiveness of research centre libraries of Vishveshwaraya Technical University in Karnataka. The paper also discussed the effectiveness with regard to the various methods adopted to acquire required information resources, use of library budget, and maintenance of library stack, managing periodical and reference section, internet centre. The Chi-Square test was adopted to analyze the data. It is found that 79.3% of research centres librarian acquired information resources through recommended books in the syllabus, 50% of budget is allocated department wise for purchase of books and other resources, 81.7% librarians manage the periodical section effectively and current periodicals are to be regularly displayed. 91.5% librarians’ opinion that effective maintenance method should be used for internet centre and computer system should be updated frequently. According to opinion of librarians that the use of checklist method effectively to maintain good interpersonal relationship with users of their librarians.

Asghar M B & Shafique F (2012) 66 Library users survey along with interviews of special librarians was evaluated the current status of services provided by Quaid-e-Azam Medical College library (QMC), Government College of Technology library (GCT) & University College of Engineering & Technology library (UCET) at Bahawalpur. The data were collected through questionnaire and analyzed that service provide by the special libraries of Bahawalpur were not up to the mark and users were not satisfied with services provide by them. Updated and enough number of computers and internet facility was not also available in the libraries. The study suggested that new technology should be used, electronic sources should be provided, libraries should create and maintain their own websites, librarians should improve their communication skill and orientation program should be started on regular basis.

Sohail Md. & Raza M M (2012) 67 The survey conducted to measure the perceptions of the Dr. Zakir Husain Library users getting service and found out succeeded rate in delivering quality service to its users. Structured five point scale closed ended questionnaire instruments were used for data collected and evaluated satisfaction and observed receiving service quality. The result indicated that there is no lacking in quality of service. Theoretical and experimental implementations demonstrate for this study. This article incorporated description of the planning of the quality management
system its functioning and maintains by the library to satisfied users need the continual improvement efforts were recommended by the researcher.

Hauwa S & Amina B (2012)\textsuperscript{68} A survey assessed about the self check system at IIUM library and also the level of users satisfaction from the services provided by the Self-check system and benefits of self check system. The result revealed that users had positive attitude towards self –check system, satisfied with services provided by the self check system and this system have been cost beneficial to IIUM Library. Although the study found out that user were often frustrated as a result of inadequate self as inadequate self-check stations and malfunction due to old age. Recommendations are provided towards improving the self-check system and the circulation services of IIUM Library in general.

Rehman S U, Shafique F & Mohmood K (2011)\textsuperscript{69} 24 items questionnaire was used for data collection to know how users received reference service at their university libraries. Author drawn a conclusion that university libraries users were overall satisfied with facilities and services but did not fully satisfied with reference service they received. It was also found that library system was very complicated regarding this researcher suggested to the administrative staff that they should implement necessary changes on users point of view and also must accept valid statements of users.

Nadiri H and Mayboudi S M A (2010)\textsuperscript{70} this study proposed effective and a diagnostic tool of LibZOT model, to improve library services quality. Study described the range of ZOT for students’ expectations and satisfaction of library services as the higher education institutions’. The result showed that two different types of expectations such as desired and adequate these as a standard of comparison in the evaluation of services. The study also used gap-analysis measurement scale for measuring satisfaction. Found a narrow zone of tolerance in this regards.

Onadiran RW (1997)\textsuperscript{71} the study checked the students opinion on the services of Ahmadu Bello University Library. Specifically examines the extent of students’ satisfaction with the university library services and reasons for dissatisfaction. A result reveals that 28.6%students were completely satisfied and 64.2% students were
dissatisfaction because “books not in the library and current periodicals unavailability in the library. The study suggested to improvement in library collection and service

Lohar M S and Kumbar M (2002)72 the study endeavor to identify the adequacy of library resources, facilities extended by the library, method of organizing the documents of Sahyadri College Libraries in Shimoga. The result show that in both the library users are satisfied i.e. 42.86% users are aware of library classification, 60% and above users consult the library catalogue for collection information, above 50% users opinioned that reading materials are easy to access. The opinion expressed that users are not satisfied with library infrastructure.

Thapisa and Gamini (1999)73 this study discussed that quality of service depend on fitness of product or to its anticipated use. Quality must be conformed to users’ requirements and its fulfilment, it is continuous improvement process.

Raina (1995)74 explained the importance of total quality management and its uses in most disciplines; library and information centres have no exclusion from this technique. In the current technological era it was more relevant concept and changes in information consciousness among users.

Khurshid, (1997)75 a paper discussed the possible application of various TQM tools in cataloguing operations and focused on the various methods libraries which can be adopted to categorized user needs and improvement in services.

Nagata H. Satoh Y, Kytomaki P and Gerrard S (2004)76 the present study was undertaken to explore of satisfaction with services rendered on access, collections and effect of service. It was suggested that quality management principles should be apply in libraries functions for improvement.

Nejati M and Nejati M (2008)77 reported that customer satisfaction level was a poor because of lacking to identifying important aspects of service quality.

Bamigboye O B (2007)78 evaluated the library services and specified users demands about the availability of books and periodicals, a fine reference utility. According to
many of the respondents access to internet facilities was the most important libraries function.

Sierpe E (2004)\textsuperscript{79} study suggested that libraries should found themselves at the critical stage due to newly emerging technology and how it increasingly governing and expressing management process. It has the challenge to the introduction and accept these new technologies in library services.

Salvesen H (2003)\textsuperscript{80} this paper focused on library service role; quality assurance and accreditation systems in Nasjonalt Organ Kavalitet I Utdanningen (NOKUT) and how the library know the quality is good or better, criteria for improving it and role of libraries in improving quality of universities’, weaknesses in the quality assurance system. Furthermore it discussed increased use of economic incentives, connection between expanded institution autonomy, and the new quality assurance methods. It suggested that libraries have to introduced information literacy training on the basis of source review; reference systems techniques for academic writing; information search in both analogue and digital media; ethical aspects regarding the others’ research results and publications.

Booth Andrew (2006)\textsuperscript{81} an article concludes by encouraging an evidence based approach to service quality measurement and explained an impression of quality and briefly outlines its limitations.

Applegate R (1993)\textsuperscript{82} has explored on issue of marketing, psychology - the concepts of emotional satisfaction of library customers and material. Applegate conclude that more research required in finding out the factors of LIS that provides necessary information while service delivery and while make changes in their regular practice.

Poll R. and te Boekhoerst P (1996)\textsuperscript{83} explained to identify about quality of collection and its uses, catalog availability; document and reference service delivery from the decision makers. While measuring such services it should be valid and reliable.

Dewdney P and Ross C (1994)\textsuperscript{84} described that there was strongly correlation among the reference service to user satisfaction and there was strong correlation between
staff and the users’ overall satisfaction. An illustrated comparison between perceived and objective qualities their relationship.

Adebayo E.L (2009)\textsuperscript{85} paper explored on library services, budgeting & funding levels, few guiding questions to enhancing library quality service by ALA. It concluded that traditional skill is vary, is not up to date, library funds are limitations its’ on the development of effective information delivery system of university library.

Thauria P K (2007)\textsuperscript{86} this paper was illustrated and focusing attention on how user communities get satisfied coming to library by giving ready library product and services. It suggested for increase the use of library product and services how librarian control their staff while providing information in several support and technical activities, by using managerial tools and how it is also helpful decisions making and achieve and improve better service quality.

Cronin Mary J (1985)\textsuperscript{87} examined while evaluated library services he found reality by using performance measurement. Its analyzed performance measurement application model, from theory to practice and for future trends in performance measurement. Lancaster F.W. (1993)\textsuperscript{88} he updated and expanded quality control which applied to library services. It discussed method while applying it on various component of library service such as dealing to collection of catalogues and various areas relating to reference services.

Verzosa Fe Angela (1995) \textsuperscript{89} an article focused on previously and currently used survey methods towards measuring library service quality. Discussed about appraisal standards and reviewed on literature on various cases regarding library.

Aguolu and Aguolu (2002)\textsuperscript{90} listed most important determinants information sources of university such as dependent on the number of- the students and research interests, necessities of faculty, scope and nature of applied to curriculum, educational methods, relationship, and support from other libraries. Nnadozie C O (2006)\textsuperscript{91} studied negatively impact on the use of library services with reference to collection. Analyzed that inadequate, insufficient number of need information sources as unavailability of desired information sources, preponderance
of publications that are at variance with the curricula needs of library users and provision of out-dated publications.

Ogunrombi S A (2003, 2004)\textsuperscript{92} reviewed the status of library information sources in Nigeria University Libraries based on assessment of National Universities Commission and exposed that most universities missed the accreditation because of poor quality information sources. The argument being that the quality of education and research depends on the quality of library services, which in turn depends on the quality of information sources. he further argued that there is correlation between quality of intellectual materials available and the quality of research and scholarship; that no educational system is grater that the quality of its teachers; and that teachers that are starved of current information sources will be ill prepared to produce quality graduates, pre-requisite to national development, he recommended administrator committee of library to rejuvenate their libraries and enhance quality they should study the document emanating from 1999/2000- accreditation exercise by the NUC.

Snij B and Petermance Z. (2001)\textsuperscript{93} stated that employees are an important asset in management of libraries advantage for sustainable competitive. He discussed issues and the main limitation for not automating library activities such as lack of skilled trained staff, lack of budget etc.

Suki N M and Suki N M (2013)\textsuperscript{94} this study proposed the relationship between public university librarians and library users by an empirically tests and conceptual model among customer satisfaction as the variable regarding library service in the Federal Territory of Labuan, Malasiya. This study provided valuable results in aspects of users satisfaction and about the public university library services from the users’ perspective. The SERVAQUAL instrument was used for this study.

Mahawar K L & Verma Shilpi (2007)\textsuperscript{95} The paper briefly illustrated the theory of the Total Quality Management and listed essential component of TQM. They discussed servicing sector systems and highlighted the relationship between servicing sector and libraries. They summarized essential characteristics for globalised service method and their applications in the university libraries.

Nwamarah (2002)\textsuperscript{96} observed that how university managers make use of human resource with the help of available material for effective management of Nigerian university the effective management of Nigerian universities. For facilities and well functioning library required sufficient manpower and also suggested standard to adopt standard assessment system to evaluate a quality.
Jayasundara (2008)\textsuperscript{97} in his paper clarified that service quality area in many academic libraries user perceptions and expectation studies have become one of the most popular studies. The user expectations and satisfaction has been used to decide the service quality which is been seen as important for service organizations to position themselves strongly in a competitive environment.

Sureshchandar et al. (2002)\textsuperscript{98} brought into notice that service quality and customer satisfaction were highly related. Due to rapid development of advanced information technology, information explosion as a result of this user's expectations have increased. Regarding to user satisfaction libraries has to maintain awareness of current knowledge and new technology. Especially the university libraries User surveys can give useful perceptions of quality library service and focused on evaluation of the users' needs and satisfaction with their services.

Abagai (1993)\textsuperscript{99} noted that the use of library by users and to be sure their satisfaction with library services depend on the availability of appropriate learning materials, proper place and capable staff in the library. On further argued that the any library’s main objective is to support to its parent institution through methodical acquisition and organization information recorded in pertinent to the goals of the institution and make available such information to the institution members.

Norliya and Khasiah (2006)\textsuperscript{100} in this study researcher ask over the library users about the ways of learning and research needs. The majority of respondents suggested that libraries should supply the most recent collection, library should open for longer timings, and computers should be increase in number. Users were satisfied with staff and maintains.

Gronroos (1990)\textsuperscript{101} projected that technical and functional service quality. The outcome of the service related to technical quality, and functional quality represents to the service process. This study focuses on feature of functional quality. The functional quality has a direct impact on technical quality. Functional as well as technical qualities both have an impact on customer satisfaction and library productivity. The library’s environment can affect students’ perceptions that they can use the library, and as a result modification of the environment should an increased usage of library resources.
Green L.K. and Green K (1988) how libraries provide the best possible reference services within budgetary, staffing and collection constraint. Its effectiveness should be continuously measured. In this study author deliberately focus on various assessment methods.

Poll R. (2005) the paper showed methods for measuring the positive as well as negative impact of new library services such that regional and national catalogue database, online ordering and delivery from local and remote resources, portal, personalized services (profile and alerting service), online reference, collections digitized by the library, online self-paced training facilities and internet access via the library’s workstations or network on users, staff and the library’s organization. It was concluded that new processes and activities would be probably needed for new services; workflow would be changed due to new tasks for library staff and new departments which would evolve the organization’s structural change. Not only staff timings would be necessary for users’ training and reference service, but also for shifts in resource allocation to electronic media or IT equipment. He further mentioned that new services costs are more than that of traditional ones with respect to cost factors. Higher use of data can reduce cost-per-use and thus improves the efficiency of the services. He explained impact of new services on library staff’s attitude and behavior, methods of measuring, problem while assessing these measures and statistics of using these measures.

Zhou Y. (2011) enlightened the problem at university libraries concerning service quality measuring. It was suggested of any library in all circumstances generic method could be applied to evaluate service quality.

Kassim N (2009) this paper described exploratory quantitative study that investigated library’s performance by measuring the users’ satisfaction with library service, infrastructure and collection provided by an academic library in Malaysia. A self-developed questionnaire was used to measure the respondents’ opinion on their satisfaction level. Suggested and recommended about improvement of services, infrastructure and collections of library academic and other university libraries.

Arshad and Ameen (2011) investigated of Punjab University Suser’s expectations with departmental libraries. Result found that users considered tangibles the most
important and least important factor was empathy. It was lacking in study that did not measure users’ acceptable service level.

Rehman S (2012)\textsuperscript{107} twenty two universities in Pakistan was surveyed by questionnaire based on cross-sectional modified version of LibQUAL. The study showed that Pakistani users expected satisfactory collection, excellent physical facilities, service quality level should very high, effortless access and appropriate study space. The results showed concerning to library service quality that users have two levels of expectations.

Johari R and Zainab A. (2007)\textsuperscript{108} the study checked the performance of services with the help of modified version of SERVPERT which was related directly to student users of the private university in Malaysia Tenaga Nasional Berhad and assessed users’ opinions on satisfactoriness of the library services. Result indicated that users were not satisfied with frontline services i.e. regarding websites. While accessing the library’s electronic resources from the website navigation flow users had problems and also found unskilled library staff at the time of interaction. Users are facing problems by accessing OPAC from outside the library building, at the time of making online reservation, regarding working condition of computers. Result focused on the users requirement they needed reading room facilities for 24 hours during examination period and with additional leisure reading materials they were moderately satisfied, text books additional copies also recommended.

Calvert’ P J and Hernon P (1996)\textsuperscript{109} explained use and importance of a survey instrument to know a service quality program. The authors developed and pre-tested a questionnaire to measure library users’ expectations. The instrument was designed to their local needs, service objectives and policies.

Nitecki D and Hernon P (\textsuperscript{110}) focused on tangibles, reliability or service efficiency, and affect of service, these three dimensions in libraries and recommended further investigation in the research library setting and motivate for constructive quality service.

Andaleeb and Saad(\textsuperscript{111}) explored the acquaintances between user characteristics, resources, , and service factors in the direction of library usage, “I use my library a great deal” and “I spend a lot of time at the library” those two items and Competitive
demands, information accessibility, rising costs, and an increasingly were measured on five point Likert scales. Strategic implications of the proposed model were discussed. The result concluded that the familiar users had great impact on use of academic libraries.

2.7 SWOT analysis

Lali S.L and Vijaykumar K P (2002)\textsuperscript{112} endeavoured an objective by SWOT analysis of Kerala University Central library and works out a plan for effective marketing of a host of information services and products that can be generated by the library without a structural re-engineering. The analysis showed that there was plenty opportunity that stand as silver lines, but the strength outweigh weakness, even though the threats are quite strong.

Ugah (2007)\textsuperscript{113} examined the administration, staff, collection, infrastructure, readers and technical services of Agriculture Library, Michael Okpara University and with an emphasis on strengths, weakness, threats and opportunities, in terms of their support for the universities teaching and research missions.

Suresh Kumar P.K. (2012)\textsuperscript{114} examined that all the university librarians in Kerala have a positive opinion towards marketing but not a single library has specific allocation of funds. The SWOT analysis shows all the university libraries with their strengths and opportunities can easily overcome the threats and weakness with proper positioning and marketing strategies.

2.8 Summary

The review of literature reveals that most of the professional literature and research that created the foundation for this study and these studies based on academic quality library services survey in a particular state. All the reviewed literature is based on Size and quality of information Library services, by Using SERVQUAL instruments, LibQUAL/ LibQUAL\textsuperscript{TM}, Library Quality assessment, Gap Theory or Library service & Customer Satisfaction every studies was related to library and its users it would like to find out better and better options to improve the quality services and more and more users satisfaction and established the conceptual framework for this study.