

PUBLIC LIBRARY IS A SERVICE ORIENTED: AN USER'S OPINION SURVEY IN DINDIGUL DISTRICT CENTRAL LIBRARY

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Abstract *The Public library is attached to the Public it serves to respondent community towards develop the life style. Its main clients are composed of Public that is local people. The library resources and services it offers should mirror the Public, and meet the information needs of these respondents. In this paper discussed about the service of the Dindigul District Central Library services. A total of 120 questionnaire were distributed 103 questionnaire were received among the respondent in District Central Library. The 28 (27.18%) of the respondent use to read the newspaper/magazines and journals for competitive exams and quizzes were used the library and 11 (10.68%) of the respondent were used for to update the educational purpose.*

Keyword: *Public Library, Public Library Resources, Public Library Service*

INTRODUCTION

A library is an organized collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. It provides physical or digital access to material, and may be a physical building or room, or a virtual space, or both. Today's society has been characterized as a knowledge society. Information is recognized as a valuable resource and a key factor in today's competitive world. It is an integral part of life. As India gets ready to become a knowledge economy, libraries and information centres need to adapt to the new information environment and design appropriate systems and services to support the new scenario. Whatever one does, wherever one stays, whoever one is, whether one recognizes it or not, everyone needs and uses information. Integrated and internalized information is 'Knowledge', and in today's world 'Knowledge is Power'.

SERVICE OF THE LIBRARY

A Public library is one that serves the entire population of a community. Everyone in the society, in spite of nationality, competition, shade, faith, grow old, sex, status, learning attainments, language or any such considerations has a claim to service as a matter of right. Beginning of 20th century the libraries were only open for specific persons of the society not for general public. The efforts for general use of libraries

in India were only done during 20th century, which is known as library movement.

1. Libraries meet society's information needs by acquiring a wide variety of materials.
2. They provide a central location and proper environment for the storing and preserving of those items.
3. Libraries add value to the items acquired by organizing them for easy access.
4. The library staff improves access by providing assistance to individuals in locating the needed information.

PUBLIC LIBRARY

The aim of public libraries is to promote the general diffusion of knowledge and information by means of fiction and nonfiction books which lead to the general development of culture. In developing countries like India, majority of the public cannot ordinarily afford to purchase books and other reading materials. For their need, most of the people in India are depending upon public libraries. They need reading materials for self-improvement and survival. Public libraries should make a special guidance in developing countries like India, majority of the public cannot ordinarily afford to purchase books and other reading materials. For their need, most of the people in India are depending upon public libraries.

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Public Library can play a vital role in a country's development and national reconstruction programmes particularly in areas such as spread of education dissemination of information, utilization of the leisure time in constructive activities as well as in programmes for its overall socio-economic development. Public Library has proved its existence as one of the best means of communication that all the community within a society can have free access to its existence as one of the best means of communication that all the community within a society can have free access to its services.

REVIEW OF LITERATURE

Cronin (1984) outlined the rationale for a marketing approach to the management of public library services. Concludes that, after more than a century, the public library movement in the UK still does not have a coherent sense of purpose, or a strong public image, and that marketing could provide a basis for their improvement. Scott (1996) defined literacy as a "lack of reading habit especially in capable readers who choose not to read". Kiran Kathuria (2012) Illiteracy is a serious impediment to live life fully and meaningfully. It is a curse and great barrier to knowledge. From time to time, Government has been initiating various projects and programmes to eradicate illiteracy. This paper suggests a model in existing situations of Punjab how to incorporate public library which acts as backbone in Post Literacy Programmes (PLPs). Thanuskodi (2012) outline Public libraries are essential since they improve literacy, stimulate imagination and expand personal horizons. They also inform and empower citizens, enable access to a common cultural heritage and support education at all levels. This study evaluates library services and gives suggestions for the improvement of district central libraries in Tamilnadu, India. Lata and Sharma (2013) Paper highlights Public library being a social institution always strives to meet the informational, educational and recreational needs of the community by providing collection and services.

METHODOLOGY

The survey method is used for the collection of the data required for the present study. The structured questionnaires were distributed to get good response from the respondents in Dindigul District Central Library. All together 120 questionnaires were distributed and 103 filled questionnaire

were obtained from the respondents with a response rate of 85.83%. Simple percentage technique and WAM were used.

OBJECTIVE OF THE STUDY

The framed objectives are;

1. To know purpose of respondent visit to the library
2. To be identified the sources of the information
3. To find out satisfaction level of the respondents
4. To assess the types of information needed by the respondents
5. To identify how important is the library for as a community service

SCOPE OF THE STUDY

The present study is aimed to analyses the service and satisfaction level by the respondents in District Central Library in Dindigul District. This study is only focusing on Dindigul District Central Library.

DATA ANALYSIS AND INTERPRETATION

The collected information is tabulated by using statistical method, table and percentage are shown in table 1.

As per above table 1, 120 questionnaires were distributed to the users in Dindigul district central library. Among the 120, 62(51.67%) questionnaires were distributed to the Male respondent and 58 (48.33%) questionnaires to the Female respondents. Among that respondents 56(46.67%) of them Male respondents were replied and 47 (39.17%) of the Female respondent were replied. It is concluded that out 120 questionnaires, 103 (85.83%) were replied.

The table 2 shows that the age wise distribution of the respondents in central library in Dindigul Dt. Among the 103, 56 (54.37%) and male which consists of 9 (8.74%) users are below 25, 14 (13.59%) from 26-35, 13(12.62%) from 36-45, 12 (11.65%) from 46-50 and 8 (7.77%) user from above 50 age groups. And, the remaining 47 (45.63%) are female. It concluded that maximum respondents from male respondent when comparing from central library in Dindigul District.

Table 1: Distribution of Questionnaires among Respondents

Sl.No	Respondents	Distributed	Percentage	Received	Percentage
1	Male	62	51.67	56	46.67
2	Female	58	48.33	47	39.17
	Total	120	100.00	103	85.83

Table 2: Age wise Distribution of Respondents

Sl. No	Frequency of Age	Male	Female	Total
1	Below 25	9(8.74%)	6(5.83%)	15(14.56%)
2	26-35	14(13.59%)	15(14.56%)	29(28.16%)
3	36-45	13(12.62%)	9(8.74%)	22(21.36%)
4	46-50	12(11.65%)	10(9.71%)	22(21.36%)
5	Above 50	8(7.77%)	7(6.80%)	15(14.56%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 3: Geographical Area wise Distribution

S. No	Geographical Area	Male	Female	Total
1	Urban	34(33.01%)	19(18.45%)	53(51.46%)
2	Rural	22(21.36%)	28(27.18%)	50(48.54%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 3 indicates the geographical area of the respondent residence. Among the 103, 53 (51.46%) of the male respondents are comes from urban area and the female respondent 50 (48.54%) are from rural areas. It is highlighted that the maximum respondent are comes from the urban area because that is nearest place and easily reached.

Table 4 shows the marital status of the respondents using the Central District library in Dindigul. Out of 103, 52 (50.49%) of the respondent are married and 47 (45.63%) respondent are single. Followed by 4 (3.88%) respondents are in others category were used the Central library in Dindigul district.

Table 5 indicates the frequency of library visit among by the respondents in District Central library. Out of 103, 34 (33.01%) respondents are visit the library daily which includes 18 (17.48%) respondents are male and 16 (15.53%) respondents are female. And followed by 29 (28.16%) respondents are visited the library once in two days it consists of 12 (11.65%) male respondents and 17 (16.50%) female. Further, the 8 (7.77%) male respondents and 4 (3.88%) female respondents are visited twice a week in central libraries.

Table 4: Marital Status of the Respondents

S.No	Marital Status	Male	Female	Total
1	Single	26(25.24%)	21(20.39%)	47(45.63%)
2	Married	29(28.16%)	23(22.33%)	52(50.49%)
3	Others	1(0.97%)	3(2.91%)	4(3.88%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 5: Frequency of Library Visit

S.No	Frequency of Library Visit	Male	Female	Total
1	Daily	18(17.48%)	16(15.53%)	34(33.01%)
2	Once in Two Days	12(11.65%)	17(16.50%)	29(28.16%)
3	Twice a week	8(7.77%)	4(3.88%)	12(11.65%)
4	Once a week	6(5.83%)	5(4.85%)	11(10.68%)
5	Once a fortnight	4(3.88%)	3(2.91%)	7(6.80%)
6	Once a month	7(6.80%)	2(1.94%)	9(8.74%)
7	Rarely	1(0.97%)	0	1(0.97%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 6: Purpose of Library Visit by the Respondents

S. No	Purpose of Library Visit	Male	Female	Total
1	To read newspaper/magazines and journals for competitive exams and quizzes	12(11.65%)	16(15.53%)	28(27.18%)
2	Read story books and other reading materials	3(2.91%)	2(1.94%)	5(4.85%)
3	To Collect Agriculture oriented News	4(3.88%)	1(0.97%)	5(4.85%)
4	To update the Education Purpose	5(4.85%)	6(5.83%)	11(10.68%)
5	To receive the Health and Hygiene related news	6(5.83%)	3(2.91%)	9(8.74%)
6	To find out new ideas for Income generating programme	5(4.85%)	1(0.97%)	6(5.83%)
7	Alternative life style	2(1.94%)	0	2(1.94%)
8	Development Activities	3(2.91%)	0	3(2.91%)
9	Creates the Social Values	2(1.94%)	2(1.94%)	4(3.88%)
10	To Borrow books	4(3.88%)	5(4.85%)	9(8.74%)
11	Read own reading material and college notes	1(0.97%)	2(1.94%)	3(2.91%)
12	Find answers for reference queries	3(2.91%)	3(2.91%)	6(5.83%)
13	Avail interlibrary loan service	0	0	0
14	Meet friends and relax	3(2.91%)	4(3.88%)	7(6.80%)
15	Use the computers	0	0	0
16	To know income tax related news	1(0.97%)	1(0.97%)	2(1.94%)
17	Use government publications	2(1.94%)	1(0.97%)	3(2.91%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 6 indicates the various purposes of library visit in the district central library 28 (27.18%) of the respondent use to read the newspaper/magazines and journals for competitive exams and quizzes were used the library and 11 (10.68%) of the respondent were used for to update the educational purpose. To receive the Health, Hygiene and social values are equally used the respondent 9 (8.74%) were used. It is pointed out that there is no single user mentioned purpose the use the computers purpose because the computer system were not provided to the respondent the in Dindigul district

central library.

Table 7 show Occupational Status of the Respondent in the district central library. Out of 103, 24 (23.30%) of the respondent use the library for the purpose of the unemployed looking for a job and 12 (11.65%) of the respondent were used for the unemployed not looking for a job. Followed by 17 (16.50%) respondents are in work part time status and work full time respondent 10 (9.71%) of the respondent are used the public library.

Table 7: Current Occupational Status of the Respondent

S. No	Occupational Status of the Respondent	Male	Female	Total
1	Work Part Time	9(8.74%)	8(7.77%)	17(16.50%)
2	Work full Time	5(4.85%)	5(4.85%)	10(9.71%)
3	Self employed	6(5.83%)	2(1.94%)	8(7.77%)
4	Unemployed not looking for a job	8(7.77%)	4(3.88%)	12(11.65%)
5	Unemployed looking for a job	13(12.62%)	11(10.68%)	24(23.30%)
6	Retired from Government service	7(6.80%)	1(0.97%)	8(7.77%)
7	Student	4(3.88%)	7(6.80%)	11(10.68%)
8	Recently graduated from school (not employed)	3(2.91%)	2(1.94%)	5(4.85%)
9	House wife	0	5(4.85%)	5(4.85%)
10	others	1(0.97%)	2(1.94%)	3(2.91%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 8: Opinion in Find out the Library Resources

S.No	Opinion in library Services	Male	Female	Total
1	Item was checked out	27(26.21%)	17(16.50%)	44(42.72%)
2	Library had no material on the subject	4(3.88%)	2(1.94%)	6(5.83%)
3	I could not find the material	5(4.85%)	3(2.91%)	8(7.77%)
4	Staff could not find the material	4(3.88%)	4(3.88%)	8(7.77%)
5	Staff requested material from another library	16(15.53%)	21(20.39%)	37(35.92%)
	Total	56(54.37%)	47(45.63%)	103(100%)

Table 9: Satisfaction Level of the Library Services

S.No	Library Services	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	WAM	Rank
1	Staff was helpful and pleasant	2 (1.94%)	1 (0.97%)	3 (2.91%)	43 (41.75%)	54 (52.43%)	1.58	1
2	Staff was too busy to help me	5 (4.85%)	6 (5.83%)	2 (1.94%)	56 (54.37%)	34 (33.01%)	1.95	3
3	I did not ask for help	2 (1.94%)	1 (0.97%)	2 (1.94%)	61 (59.22%)	37 (35.92%)	1.74	2
4	Staff did not have the knowledge to help me	9 (8.74%)	8 (7.77%)	10 (9.71%)	27 (26.21%)	49 (47.57%)	2.04	4
5	Library publications	17 (16.50%)	19 (18.4%)	36 (34.95%)	17 (16.50%)	14 (13.59%)	3.08	6
6	Local publications	6 (5.83%)	11 (10.6%)	23 (22.33%)	29 (28.16%)	34 (33.01%)	2.28	5

Table 8 shows the opinion in Dindigul district central library services compare to other services in public library the checked out service is better to other library service 44 (42.72%) of the respondent is good opinion in the checkout service. Another service the needed resource is not there in their library the staff requested materials from another library 37 (35.92%) of the respondent give the response. 8 (7.77%) of the respondent told particular material could not find in the library.

The table 9 indicates the satisfaction level of the library services indicated by the respondents in the District Central library. Among the 103, 43 (41.75%) of the respondents particularly mentioned the library staff agree to staff was helpful and pleasant and 56 (54.37%) of the respondent

indicated the staff was busy to help me because they were based on their workload. And, 61 (59.22%) of the respondents were mentioned to need not ask for help and 27 (26.21%) of the respondent staff did not have the knowledge to help me. Based on the WAM analysis the Staff was helpful and pleasant is in the first position.

Table 10 shows the opinion on reference desk and check-out section District Central library in Dindigul. Out of 103, 59 (57.28%) of the respondent mentioned excellent and 37 (35.92%) of the respondent mentioned good for the reference section. And, 2 (1.94%) respondents indicated the poor of the Reference Desk in public library but In check-out desk 66 (64.08%) of the respondent told good, 31 (30.10%) of the respondent told excellent of the public library check-out Desk.

Table 10: Opinion in Reference and Check-Out Section

S.No	Area	Excellent	Good	Just OK	Poor	Don't Use
1	Reference Desk	59(57.28%)	37(35.92%)	3(2.91%)	2(1.94%)	2(1.94%)
2	Check-Out Desk	31(30.10%)	66(64.08%)	4(3.88%)	2(1.94%)	0

Table 11: Library Important in the Community Assessment

S.No	Community Assessment	Very Important	Important	No opinion	Some what important	Not important	WAM	Rank
1	Quite reading space	63 (61.17%)	37 (35.92%)	0	1 (0.97%)	2 (1.94%)	1.47	1.47
2	Knowledge house	49 (47.57%)	48 (46.60%)	1 (0.97%)	2 (1.94%)	3 (2.91%)	1.66	1.66
3	Community meeting space	36 (34.95%)	51 (49.51%)	4 (3.88%)	10 (9.71%)	2 (1.94%)	1.94	1.94
4	Book Selection	21 (20.39%)	76 (73.79%)	2 (1.94%)	3 (2.91%)	1 (0.97%)	1.90	1.90
5	Children & Teen activities	12(11.65%)	24 (23.30%)	55 (53.40%)	9 (8.74%)	3 (2.91%)	2.68	2.68

Table 11 shows the library important in the community assessment by the respondents. Among the 103, 63 (61.17%) of the respondents were mentioned the library were quite reading space of the community and 49 (47.57%) of the respondents were reply the library was the knowledge house of the community. And 36 (34.39) of the respondents were indicated that is a community meeting space and 76 (73.79) of the respondents are need for the library for the purpose of the book selection. Public library improve the public in the children and teen activities 12 (11.65%) were developed.

CONCLUSION

The reading habits are a wonderful activity among human being in the world. Reading is a set of abilities requiring individuals to “recognize when information is needed and have the ability to locate, evaluate, and use effectively”. Reading habits makes lot of changes in the world like our lives. A public library is a non-profit making institution where in measurement of benefit-to-cost ratios, cost-effectiveness, impact and return on investment is not usually applicable because of the difficulty in measuring the benefits from non-priced services that differ from use to use and respondent

to respondent. In these circumstances the government must take some initiatives to strengthen the public library services. However, the satisfaction of the respondents is the most important parameter for evaluating the worthiness of a public library.

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