USE OF LIBRARY SERVICES BY THE POST-GRADUATE STUDENTS OF MANAGEMENT COLLEGES AFFILIATED TO KARNATAK UNIVERSITY, DHARWAD

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The purpose of this paper is to study the use of library services by the post-graduate students of the Management Colleges affiliated to the Karnatak University, Dharwad. The survey method was employed and questionnaire tool was designed to collect the data from the post-graduate students. A total of 540 questionnaires were distributed among the students of management colleges, out of which 440 were returned and the response rate was 81%. The findings of the study reveal that majority(160, and 36.36 %) of the students visit the library twice a week. Majority of the respondents use the library for reading(300, 68.18%) and to borrow the books(348, 79.09%). The respondents are aware of the most of the library services and few of them like circulation services(314, 71.36%), Reference service (225, 51.13%) and Internet(261, 59.31%). Majority of the respondents are aware of web-based library services and e-journals (203, 46.13%), photocopy and printing, online database etc. Majority of the respondents were satisfied with the collection and services (236, 53.64%) of their respective libraries.

Keywords: Library Services, Post-Graduate students, Management Colleges, Karnatak University, Dharwad, Use study, User study.

INTRODUCTION

An academic library generally is a centre of academic activities (Epathashala, INFLIBNET). Academic library is attached to academic institutions to support the class room teaching and fulfilling the objectives of modern education. In academic libraries, postgraduate students are among the major users of library resources and they use a variety of information sources to meet their diverse information needs. It is also necessary for them to consult a host of specialized information sources for different purposes such as writing assignments, project reports, making presentations, preparing for examinations and other learning activities. Students of management institutions usually need more focused and specialized information such as company profiles, competitive intelligence,

market trends, market research, business news, financial and management reports, expert analyses etc.

Libraries have a tradition of proving information service on the basis of available sources of information to the users. Libraries are also introducing new services using a variety of techniques and technologies only for satisfying the expectations of users. The library users visit the library or use the library resources remotely with the specific objective. The objective of library visit may be for offline resources for locating particular information or borrowing a library document or studying in the reading hall of the library. This objective indicates the expectations of users from the library. If these expectations are fulfilled, then the users are satisfied. If the library is not meeting the user requirements, then the users remain unsatisfied. So, to make the users satisfied, librarians are required to understand and study regularly the user expectations for supplying the relevant services required for the users(Oak,2016).

College library is regarded as the backbone of college education. It plays an important role in the lives of young students, especially in management colleges the students always in search of information related to their studies and other academic activities. This study is conducted to know the proper utilization of the library services by the post-graduate students. As need of the users is changing now adays, according to the needs of the users, libraries should improve their services and sources. Therefore, this study is conducted to examine the use of the library

services by the postgraduate students of Management Colleges affiliated to Karnatak University Dharwad, INDIA.

REVIEW OF LITERATURE

Khan and Hegde (2010) conducted a study on the information seeking pattern at ICFAI Business School Library, Bangalore. The study revealed that majority i.e., 75.82% of the users visit library to use newspapers and 72.04% of the users visit the libraryto borrow the books. The students used online databases frequently like EBSCO (77.96%), Emerald (68.95%) and Cygnus (65.87%) to get the information. The authors suggest that the Library and Information Centre should have more computer terminals within the library to make use of the online database search facility.Raza et al. (2011) conducted a study to find out the level of awareness and use of library resources and services by the students of the selected management institutes of Aligarh. The study reveals that most of the respondents i.e. 48.0% visit library to study the course material; 81.3% are aware of lending and reference library services but a proportion of them are not aware of press clipping and SDI services. The study identified that 81.0% utilize lending service and least number of users i.e. 21.3%utilize SDI service. A high percentage of the respondents i.e. 89.3% are satisfied with the library services. The authors conclude that most of the users were satisfied with various types of services provided by the libraries.

Bellary (2012) conducted a study on the dependency on digital resources of management students and faculty members in Chetana's

R.K.Institute of Management & Research, Mumbai. The study reveals that majority of the respondents are aware and highly depended on digital resources;76% of students and 68% faculty members are using digital resources every day and 18.50% students and 32% faculty membersare using occasionally.The study reveals that the respondents are more dependent on images, audio-visual materials, online reference resources, digitized documents, government reports, research reports and case studies. The author concludes the study with the remark that more dependency on the digital resources of the respondents may be because of easy availability of the resources as the institute provide computers and wi-fi to access the digital resources. Hussain and Kumar (2013) conducted a study on the utilization of information resources and services of the Master School of Management Library, Meerut (U.P).The findings of the study reveal that the master school of management users visited the library to access the reference sources and related to course syllabus materials. The users and faculty members like to get information easily, fast and most convenient way either through Online Public Access Catalogue (OPAC) or SDI. The authors suggest that there should be no restriction for photocopying from various encyclopedias, because it is beyond financial reach of scholar/researcher.

Onifade et al. (2013) conducted a study to examine the use of library resources and services among the postgraduate students in Babcock University Library.Majority, i.e. 47.4% of the students use the library occasionally. Their main purpose of visiting the library was to consult research materials. The students used more internet sources and their major challenge was lack of time. They were also averagely satisfied with the library services. The authors also suggest to improve the library services.Pandiya and Sarmah (2014) conducted a study on the level of satisfaction of the library users of Indian Institute of Management, Lucknow. The study reveals that majority, i.e. 42.22% of the respondents are partially satisfied with the resources available in the library and 40% of the respondents are partially satisfied with the orientation and training for utilizing the library resources. Whereas,36.67% of the respondents are fully satisfied with the availability of requisite equipment and functional computer lab along with the need of e-resources.

Khan and Khan (2016) conducted a study to find out the users' perception and use of Library resources and services in Shri Ram College Muzaffarnagar. The sample of 178 users has been selected for the study, which include Under Graduate, Post Graduate and Faculty Members of the various departments of Shri Ram College Muzaffarnagar. Maximum number of users were satisfied with the library resources and services. The authors suggest that the funds allotted for print materials should be spent on e-resources. The respondents suggest that the library should provide bulletin board service for the benefit of the users.Oak (2016) conducted a study on assessing the library users' expectations: a select study of management institutions in Savitribai Phule Pune University (SPPU), from Pune,Nasikand Ahamadnagar districts.The study has used the LibQUAL+ technique for the data collection

purpose. The study reveals that 39% of the respondents' first priority is the institutional library. 28% of the respondents visit the library once in 2 to 3 days, whereas, 24% respondents visit the library everyday.

Reddy and Reddy (2018) conducted a survey of management college libraries in Sri Venkateswara University,Tirupati,Andhra Pradesh, India. 27 management colleges were selected for the study. The librarians and the postgraduate students were the respondents.88.89% respondents provided that they were satisfied withnewspaper clipping service. Majority of the users, i.e. 59.06% replied that the Internet facility is not available in their libraries. The author suggests improving the library services and to introduce open access system in the library.Nair and Yasmin (2020) conducted a studyonInformation Seeking Behavior of Management students in Madras Metropolitan Area. The survey method, questionnaire tool and random sampling techniques were used to collect the data. 200 students of management discipline were selected for the study. The study reveals that51% of respondents were frequently used library and 47.5% respondents were of the opinion that library staffs are knowledgeable and proactively assisting when they need a help.53% of therespondents access e-journals from Proquest Database.

The literature review reflects that the most of the studies were done considering the individual management libraries or management department in a university in India. The studies also focus on the satisfaction level of the management college libraries. No study was conducted on the use of library services in management colleges in Karnataka State. Hence, the present study is conducted considering use of library services by the students of Management colleges affiliated to Karnatak University, Dharwad.

OBJECTIVES OF THE STUDY

The main objective of this study is to determine the use of library services by the post-graduate students towards the use of library services.

1. To examine how often the post-graduate students use the library;
2. To determine the purposes for which the post-graduate students use the library;
3. To identify the services used by the postgraduate students; and
4. To find out whether the post-graduate students are satisfied with the library servicesprovided by the library.

METHODOLOGY

This study employed the survey method and questionnaire tool to collect the data from the post graduate students of management colleges affiliated to Karnatak University, Dharwad. In all the management colleges there were 1080 post graduate students, out of which 50% (540) of the total population was considered for the study. College wise distribution of questionnaires is given in table1 .540 questionnaires were distributed among the students, out of which 440 were received and hencethe response rate of the questionnaire was

81%.The collected data was then fed into computer for frequency calculation.

SCOPE AND LIMITATIONS

The study is undertaken to explore the use of library services by the postgraduate students of management colleges affiliated to Karnatak University Dharwad.The study is limited to only management colleges affiliated to Karnatak University Dharwad.There are 8 management colleges, out of which the authors have taken 6 colleges for the study as the authorities of 2 colleges namely Adept Institute of Management Studies and Research(AIMSR) and KLE's Institute of Management Studies and Research(IMSR),Vidyanagar,Hubballi refuse to give the permission to meet the studentsdue to the Covid-19.The 6 Management Colleges namely Kousali Institute of Management of Studies,Dharwad;Dr.D.Veerendra Heggade Institute of Management Studies and Research, Dharwad; Institute of Business Management and Research(IBMR),Hubballi;Institute of Excellence in Management Science(IEMS), Hubballi; Global Business School(GBS),Hubli and Chetana Business School,Hubballi, were only considered for the present study.

DATA ANALYSIS AND INTERPRETATION

College wise distribution of the questionnaires

The table 1presents the college wise distribution of the respondents.6 management colleges were selected for the study. The sample population considered for the study was 540 (50%). 540 questionnaires were distributed to the post-graduate students, out of which 440 were received with duly filled in the questionnaires with a response rate of 81.48%. Out of six management colleges, Institute of Excellence in Management Science and Global Business School (GBS), Hubballi have received 90 questionnaires each, followed by 80 questionnaires were received by Institute of Business Management and Research (IBMR), Hubballi. The other details are presented in table 1.

Table1: College wise distribution of questionnaires

Sl. No.	Name of Institute	Total Strength	50% of the Total Strength	Questionnaires Distributed	Questionnaires Received/ Responded
1	Kousali Institute of Management of Studies,Dharwad	102	51	51	46
2	Dr.D.Veerendra Heggade Institute of Management Studies and Research, Dharwad	190	95	95	74
3	Institute of Business Management and Research (IBMR),Hubballi	200	100	100	80
4	Institute of Excellence in Management Sciene(IEMS), Hubballi	230	115	115	90
5	Global Business School (GBS), Hubballi	240	120	120	90
6	Chetana Business School, Hubballi	160	80	80	60
	TOTAL	1080	540	540	440

Gender wise distribution of questionnaires

The table 2 reveals the gender wise distribution ofthe respondents. Out of 440 respondents,255 (57.95%) are male respondents and 185 (42.05 %) are female respondents.The

respondents as per the gender distribution is considered is of the ratio of 60:40.The female post-graduate students strength compared to male category at the Karnatak University is of the ratio of 70:30.

Table 2: Gender wise distribution of questionnaires

Sl.No	Gender	No. of Respondents	Percentage (%)
1	Female	185	42.05
2	Male	255	57.95
Total		440	100

Frequency of visit to the Library

A question was raised to the respondents about the frequency of visit to the library. It reveals that 160(36.36%) respondents visit the library twice a week,whereas, 108(24.55%) respondents visit everyday, followed by 88(20%) respondents visit weekly and 84(19.09%) respondents visit occasionally. Most of the

students who answered occasionally also said that they are happy with the information available insearch engines like Google, Yahoo, AOL, etc. The studies conducted by Oak (2016) and Bellary (2012) also reveal that the students visit the library twice a week. Whereas, the study conducted by Onifade et al. (2013) reveals that the respondents visit the library occasionally.

Table 3: Frequency of visit to the Library

Sl.No.	Frequency	No. of Respondents	Percentage (%)
1	Daily	108	24.55
2	Twice a Week	160	36.36
3	Weekly	88	20.00
4	Fortnightly	-	-
5	Occasionally	84	19.09
6	Never	-	-
Total		440	100

Purposes of visiting the Library

A question was posed to the respondents on the purposes of visiting the library. The table 4 reveals that 348(79.09%) respondents visit the

library to borrow books, followed by 300(68.18%) respondents visit the library for the reading purpose and 250(56.81%) respondents visit the library for writing assignments and

prepare notes. The respondents have given least importance to the use of Internet and e-information sources. The similar results were also observed in Khan and Hegde (2010) study.

Table 4: Purpose of visiting the Library

Sl. No.	Purpose	No. of Respondents	Percentage (%)
1	Borrow Books	348	79.09
2	Writing Assignments and Prepare Notes	250	56.81
3	Read News Papers /Journals & Magazines	231	52.50
4	Recreation	35	7.95
5	Refer Dissertations/Project Works	50	11.36
6	Use Internet	178	40.45
7	Reading	300	68.18
8	Reference Sources	70	15.90
9	E-Information Resources	32	7.27
10	Any other	-	-

Use of Library Services

The respondents were asked about the use of library services in their respective management college libraries. The table 5 indicates that 314(71.36%) respondents used circulation services like book borrowing and returning, followed by 225(51.13%)respondents availed Reference Service and 163(37.04%)respondents

Table 5: Use of Library Services

Sl. No.	Services	No.of Respondents	Percentage (%)
1	Circulation Services	314	71.36
2	Reference Services	225	51.13
3	OPAC Services	82	18.63
4	Current Awareness Services	65	14.77
5	Selective Dissemination of Information Services	-	-
6	Photocopy/Printing Services	163	37.04
7	Inter Library Loan Services	10	2.27
8	Book Bank Services	-	-
9	CD-ROM Services	20	4.54
10	News Paper Clippings	28	6.36
11	User Awareness Programme	82	18.63
12	Displaying of new arrivals	124	28.18

Level of Satisfaction of Library Services

The table 6 depicts the level of satisfaction about the library services. The study indicates that 235(53.41%) respondents satisfied with the library services, followed by65 (14.77%) respondents moderately satisfied, 63 (14.32%) respondents extremely satisfied about library services. Other details are presented in table 6.A high percentage of the respondents i.e. 89.3% are satisfied with the library services in the study conducted by Raza et al. (2011).Also,Khan and Khan's (2016) study supplement this view. Whereas, the studies conducted by Onifade et al. (2013) and Pandiya and Sarmah (2014) contradict this statement.

Table 6: Satisfaction Level of Library Services

Sl. No.	Level of Satisfaction	No. of Respondents	Percentage (%)
1	Extremely Satisfied	63	14.32
2	Satisfied	235	53.41
3	Uncertain	56	12.73
4	Moderately Satisfied	65	14.77
5	Not Satisfied	21	4.77
	Total	440	100

Opinion about Orientation Programme

The table 7 explains about the opinion on orientation programme.It reveals that 346 (78.64%) respondents felt the necessity of conducting the orientation programmes for the benefit of the users' fraternity, whereas, 94 (21.36%) respondents disagree with the statement.Pandiya and Sarmah (2014) are also of the opinion that the orientation / training programme is necessary for the effective utilization of library services.

Table 7: Opinion on Orientation Programme

Sl.No.	Opinion	No. of Respondents	Percentage (%)
1	Yes	346	78.64
2	No	94	21.36
	Total	440	100

Use of Web Based Library Services

The table 8 indicates the use of web-based library services. The study reveals that261 (59.31%) respondents used Internet services, followed by 222 (50.45%) respondents availed E-mail services,203 (46.13%) respondents received access to electronic journals. The other details are presented in table 8.Current Contents, CD-ROM write service and access to Library OPAC were the least preferences given by the P.G. students. None of the P.G. student is using the services like Selective Dissemination of

Information, Bulletin Board Service, Electronic Reference Service, Online Abstracts and Indexes services. The lack of qualified staff and inadequate resources are the factors prevailing all the management college libraries in providing some of the web-based services to the students. In the Raza et al. (2011) study a proportion of the students are not aware of press clipping and SDI services.Khan and Khan (2016) urge the authorities to provide bulletin board service for the benefit of the users' community. 53% of the respondents access e-journals from Proquest Database (Nair and Yasmin (2020)).

Table 8: Use of Web Based Library Services

Sl. No.	Web Based Services	No. of Respondents	Percentage (%)
1	Current Awareness Service(CAS)	139	31.59
2	Selective Dissemination of Information	-	-
3	Access to Electronic Journals	203	46.13
4	Access to Library OPAC	24	5.45
5	Bulletin Board Service	-	-
6	E-mail Service	222	50.45
7	Online Database	65	14.77
8	Current Contents	20	4.54
9	CD/DVD Write Service	25	5.68
10	Internet Services	261	59.31
11	Alert Service	56	12.72
12	Electronic Reference Service	-	-
13	Online Abstract & Indexes	-	-

Satisfaction Level with Library Collection

A question was asked about the satisfaction level with the library collection. It reveals that 236 (53.64%) respondents satisfied with the

collection of their respective libraries,followed by 66(15%) respondents extremely satisfied with the library collection. Other details are presented in table 9.The students and faculty members are satisfied with the library sources (Bellary, 2012);

Maximum number of users were satisfied with the library resources and services (Khan and Khan, 2016). But Pandiya and Sarmah's (2014)study

reveal that only 42.22% of the respondents are partially satisfied with the resources available in the library.

Table 9: SatisfactionLevel with Library Collection

Sl. No.	Level of Satisfaction	No. of Respondents	Percentage (%)
1	Extremely Satisfied	66	15
2	Satisfied	236	53.64
3	Uncertain	52	11.82
4	Moderately Satisfied	64	14.54
5	Not Satisfied	22	5
	Total	440	100

SIGNIFICANCE OF THE STUDY

The main purpose of the present study is mainly to assess the use of Library Services by the Post-Graduate students of Management Colleges affiliated to Karnatak University, Dharwad. The main beneficiaries of the study are the management college libraries and the users. The study helps the college libraries to identify the strengths and weakness of their collection, effectiveness of services and information seeking behaviour of the users in general. It also helps the college libraries to know the problemsfaced by the users and also how to solve them.

RECOMMENDATIONS

❖ The study shows that 36.36% of the respondents visit the library twice a week, whereas, only 24.55% respondents visit the library everyday (table 3). To utilize the library more frequently and effectively the user should come to know the services which are provided by the library. It can be done

through proper orientation programs as soon as a fresher takes the admission to colleges.

❖ The web-based services are used by the respondents are very less i.e. 31.59% respondents use Current Awareness Services, 46.13% respondents use Electronic Journals, whereas, only 5.45% respondents use library OPAC services (table 8).To enhance the web-based services and make use of these services the college libraries should provide user awareness programme.

❖ The table 4 reveals that 348 (79.09%) respondents visit the library to borrow books, followed by 300 (68.18%) respondents visit the library for the reading purpose and 250 (56.81%) respondents visit the library for writing assignments and prepare notes. And only 178 students use Internet sources and 32 students use e-information. The study reveals that the students are using traditional information sources for their study. Hence,

it is suggested to the students of management colleges toavail online resources viz. online databases, online journals, electronic theses and dissertations, electronic books etc. which are available free of cost.

❖ In most of the management colleges there are no well qualified staff in the libraries. To improve the library services the college authorities should hire trained and qualified library staff which will help the users to get the required information or query without wasting their time in searching.

❖ The website is the mirror of the institution / library. The library web page should provide an online guide to all the available resources and services which will help the users to find the relevant information.

❖ The subscription to electronic information sources in these management colleges is too meagre. Hence, it is recommended to the authorities of these management colleges to subscribe more electronic information sources for the benefit of the students as MBA course is in demand and admissions to theses colleges are quite encouraging.

CONCLUSION

The college libraries are the store house of information resources and services. The main aim of the libraries is to satisfy the user community by providing the relevant and appropriate services as and when they are in need.The libraries are facing a lot of challenges due to thetremendous impact of IT. The users today are not completely dependent on libraries but they are getting the required information from the internet as well. Users have become more technology savvy because of the increased online environment. Accessibility to the required information at a fast rate as well as quick response to the query is the expectations of users (Oak,2016).The present study indicates the use of library services by the management colleges affiliated to Karnatak University Dharwad. The results of the study show that the majority of the respondents use the library for borrowing books and reading. A proper guidance is needed for the users which will help them to save the time and to get the right information. Almost all colleges are having a good collection in the library (both print and electronic sources), but because of lack of proper knowledge among the users they are not using the services. The college authorities must take necessary steps to improve the library services and alsoby providing proper guidance to the users.

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