

## **Patrons preferences and opinions on print and electronic resources at Indian Institute of Management (IIMs) libraries of South India**

M. Panduranga Swamy  
Research Scholar  
Dept. of Lib & Inf.Sc  
Dravidian University, Kuppam  
E-mail: pandumlib@gmail.com

and

Avineni Kishore  
Assistant Professor  
Dept. of Lib & Inf.Sc.  
Dravidian University, Kuppam  
E-mail: saikishoresvu@gmail.com

### Abstract

The growth of electronic resources and digital libraries has significant impact on traditional libraries. The attitudes of patrons tend towards make use of electronic resources over than printed. The study explores the perception of IIMs patrons about electronic resources. The study found that patrons prefer to use e-journals and in some extent e-books than printed version. Further, OPAC system of catalogue searching is pervasively followed in all the libraries under the study.

*Keywords:* Academic libraries, Print resources, Electronic resources, Library collection.

### **Introduction**

A good management institute library is the chief instrument for accumulating and using the intellectual heritage. A good library required to acquires latest published and unpublished information collection in print and electronic format. Due to technological development majority of the publications are available in electronic format. In another way, most of the academic and research libraries are transforming their collection from print to electronic format, due to demands from the patrons, accessibility, space, budget etc. In management libraries every year cores of rupees are investing on library resources. In this situation, librarian and his/her team have to put lot of effective efforts to create the awareness among the patrons to make the use of library resources for their academic and research activities. To know the patron's preference and opinionson use of print and electronic resources, this study

were carried out on selected Indian Institute of Management (IIMs) Libraries in South India namely Indian Institute of Management - Bangalore (IIM-B), Indian Institute of Management-Kozhikode (IIM-K) and Indian Institute of Management- Trichy (IIM-T).

### **Profile of libraries**

***IIM-B Library:*** IIM-B is located at a sprawling 100 acre campus at Bannerghatta Road, Bangalore, Karnataka, India. The institute was founded and inaugurated by Mrs. Indira Gandhi, the then Prime Minister of India, on 28<sup>th</sup> October 1973. The IIMB Library is housed in an independent building of 55,000 square feet spread across four floors with a reading area that can accommodate over 400 users. The library collection comprises predominantly literature pertaining to business, management and allied areas. Its collection, development policies and information services are mandated by the institute's teaching, research and training objectives. All house-keeping operations like Acquisition, Serial control, Cataloguing, Circulation, Online Public Access Catalogue (OPAC) are automated using VTLS (Visionary Technology Library Solution) Chameleon iPortal, state-of-the-art library management system. Library use Barcode Technology computers that are connected with Local Area Network (LAN).

***IIM-K Library:*** The Institute was founded in 1996, collaboration with the state government of Kerala. It was the fifth IIM to be established in India and the second IIM in South India. In 2003, the President of India, Dr. A.P.J. Abdul Kalam and the Chief Minister of Kerala, Mr. A. K. Antony inaugurated the campus. IIM Kozhikode library is a separate building located at the left of Arjuna Path. Library & Information Center (LIC) has a rich collection of over 35,000 documents, 275 print periodicals and 54 online databases are select learning resources in the area of management and allied subjects, operating from a 55,000 Sq. feet spacious, centrally located, air conditioned, three floor storage building with Wi-Fi connection and moderate designed wood furniture. The library provides services as an institutional archive. It is fully automated using LIBSYS library management software to maintain in house operations, with Radio Frequency identification (RFID) technology. Library & Information Center is one of the Centers of Development of Digital Libraries in the world. The institute coordinated the South Asia Support Network for Greenstone Digital Library Software at the request of UNESCO and suggested the idea of IIM Library Consortium Movement. A

balanced programme on the development of the collection of hard copy, audio/video, CD-ROM, and other electronic forms of documents is being followed.

**IIM-T Library:** The Institute was setup in the year 2011, January 4<sup>th</sup> by the Minister for Human Resources Development Shri. Kapil Sibal under the patronage of Government of India and the mentorship of IIM-B. IIM - Trichy Library is named called as Learning Resource Centre (LRC) and primarily designed within 2300 Sq.feet space to meet the requirements of the institute's academic programmes. The Library has a collection of books, databases, journals and magazines. Learning Resource Centre is fully automated using LIBSYS library management software. LRC facilitates knowledge creation through its electronic search platform and access to a wide array of research resources on and off campus. It offers a vibrant and state-of-the-art learning environment consisting of a dedicated Business and Management related resources. LRC is powered by Radio Frequency RFID Technology to enable hassle free check-in and check-out of documents providing convenience and flexibility of access to the students. The centre is Wi-Fi enabled to afford faster access to e-resources. The centre is covered by CCTV's to provide a secure learning environment to the students. The centre boasts of an impressive collection of books and journals, which affords students access to a variety of full-text articles in Management Science and related fields which will be a critical tool for the course and project work.

### **Review of Literature**

Naomi S. Baron (2015) conducted a survey over 300 university students in the U.S., Japan, Germany and Slovakia and found a near universal preference for print, especially for serious reading. (Author finds that the format doesn't matter so much for "light reading"). When students were given a choice of various media – including hard copy, cell phones, tablet and laptop 92 percent of respondents said they could concentrate best in hard copy.

Irani, Smriti (2015) Ministry of Human Resource Development in Government of India, said in the inaugural function at a new Kindriya Vidyalaya building, East Delhi, All CBSE books to be made available online and its students grow into good human beings. In this situation we need to know that the students want, majority of the students prefer print resources, because they love the books more as they can easily flip the pages, smell the books, feel a sense of

accomplishment on completing it, like seeing it in their shelf etc. One reason why people end up buying e- books because they are so much cheaper and due to environmental concerns. However, if a book is resold, the price will get resold and environmental concerns will also be taken care of. There is a need to ask students what they really want and not only push what we want them to do. Ambika, M, P.M. Ali and Naushad (2014) revealed several issues in their study, including inadequate user account, lack of speed in accessing, the lack of knowledge in searching techniques and lake of time. 84 (53.84%) felt that the awareness of e-resources is essential and they listed the awareness method of creating links to the library webpages from the institutional homepages as top priority. As far as purpose of use of e-resources is concerned, majority of them utilize e-resources for their project work and preparing papers for presenting in conference and seminars. The study has widely held view that low awareness and poor skills are among the primary reasons for their underutilization. The paper also provides suggestions derived from the analysis of data which help to enhance the use of e-resources services and fulfill the needs and requirements of the faculty and students in Kalalalingam University, Tamil Nadu. Silverman, Susan (2014) Carried out a survey at Winthrop University keep the objectives to create awareness availability of e-books, to use for their research, determine their preference of print or e-book, by faculty staff, and students. The majority of the students 45 percent responded that they had used an e-book for an assignment; than faculty/staff 33 percent indicated that they had used an e-book for their academic work. 72 percent of respondents felt that the print books were more important for the library collection. Sinhababu, Atasi (2014) analysed the Punjab University Library (PUL) collection in selected disciplines. Researcher focused on the print and electronic resources subscribed by PUL. Economics has the highest 470 (43 percent) collection of the total disciplines, in the case of the online collection it has the maximum 524 (29 percent) from Economic discipline. Public administration has the lowest collection 47 (2 percent). Comparative analysis between the total print and electronic collection, 94 percent has been occupied online whereas print journals share is only 6 percent. The study reveals that the online journals account for major share in the selected discipline as compared to print journals being subscribed by the library. Yin Zhang and Sonali (2013) examined the readership and preferences for e-books and print books across contexts, which include reading purposes, reading situations, and individual contextual factors such as age, gender, education level, race/ethnicity, income, community type, and Internet use. Additionally, authors aimed to identify factors that contribute to e-book adoption. By yielding a better understanding of

reader choice and preference for e-books and print books across contexts, the results of this study will help libraries and information institutions make important decisions on collection acquisition and to help publishers and information providers in general to adapt to another generation of readers.

### **Objectives**

1. To investigate the perceptions and usage of print and electronic resources by the users of selected IIMs libraries in South India
2. To identify the purpose and frequency of visiting the library
3. To find out the preference of print and electronic resources
4. To observe the opinions on print and electronic resources
5. To examine the level of satisfaction on print and electronic resources

### **Methodology**

In order to study the patron's preferences and opinions on print and electronic resources at Indian Institute of Management (IIMs) libraries, the investigator has selected post graduate students, research scholars and faculty members of three IIMs in South India, namely Indian Institute of Management – Bangalore (IIM-B), Indian Institute of Management, Kozhikode (IIM-K) and Indian Institute of Management- Trichy (IIM-T). These libraries have been selected purposefully as the researcher works in the same characteristics library; he is very much aware of the available facilities and has fair knowledge of the regular user community. Simple random sampling technique was used to select the users of libraries for data collection for the present study.

In total, there are 2080 library users in these institutions. Among them, 1738 are postgraduate students, 154 are research scholars and 188 are faculty members. A total of 1040 (50%) users were administered the questionnaires for data, out of that 717 (68.95 percent) filled questionnaires were returned. A Structured Questionnaire was used for the data collection. IBM Software Package for Social Science (SPSS) version 23 was used for data analysis.

**Analysis and Interpretation**

Table 1.

Distribution of respondents according to institute wise

Name of the Institution	Respondents	
	In Number	In Percentage
IIM - Bangalore	320	44.63 %
IIM – Kozhikode	282	39.33 %
IIM- Trichy	115	16.04 %
Total	717	100.00 %

Table 1 shows that out of total respondents 44.63 percent (320) belongs to IIM-B, 39.33 percent (282) belongs to IIM-K and the remaining 16.04 percent (115) respondents are from IIM-T.

Table 2

Distribution of respondents according to academic status

Academic Status	Name of the Institute			Total
	IIM-B	IIM-K	IIM-T	
PG Students	261 ( 81.56% )	239 (84.75%)	93 (80.87%)	593 (82.71%)
Research scholars	25 (7.81%)	16 (5.67%)	7 (6.09%)	48 (6.69%)
Faculty members	34 (10.63%)	27 (9.58%)	15 (13.04%)	76 (10.60%)
Total	320 (100.00%)	282 (100.00%)	115 (100.00%)	717 (100.00%)

It is evident from the table 2 out of the total population, 82.71 percent (593) are Post graduate students, 6.69 percent (48) are Research scholars and remaining 10.60 percent (76) respondents are faculty members. Cross classification of the table shows that more responses received from IIM-B as compared to other IIMs.

Table 3  
 .Distribution of respondents according to gender

Gender	Name of the Institute			Total
	IIM-B	IIM-K	IIM-T	
Male	236 (73.75%)	189 (67.02%)	102 (88.70%)	527 (73.50%)
Female	84 (26.25%)	93 (32.98%)	13 (11.30%)	190 (26.50%)
Total	320 (100.00)	282 (100.00)	115 (100.00)	717 (100.00)

Table 3 conveys that out of the total population 73.50 percent (527) are male respondents and 26.50 percent (190) are female respondents.

Table 4  
 Distribution of respondents according to age

Age	Name of the Institute			Total
	IIM - B	IIM - K	IIM - T	
Below 21	30 (9.38%)	14 (4.96%)	5 (4.35%)	49 (6.83%)
22 – 30	171 (53.44%)	149 (52.84%)	67 (58.26%)	387 (53.97%)
31 – 40	76 (23.75%)	88 (31.21%)	26 (22.61%)	190 (26.50%)
Above 40	43 (13.44%)	31 (10.99%)	17 (14.78%)	91 (12.69%)
Total	320 (100.00%)	282 (100.00%)	115 (100.00%)	717 (100.00%)

It is evident from the table 4 that most of the respondents are 22-30 years 53.97 percent (387), 26.50 percent are the between 31-40 years, 12.69 percent(91) are above 40 years age and remaining 6.83 percent (49) respondents are below 21 years.

Table 5

Frequency of Library Visit

Frequency of Library Visit	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Daily	151 (25.46%)	8 (16.67%)	0 (0.00%)	159 (22.18%)
Twice in a week	315 (53.12%)	13 (27.08%)	21 (27.63%)	349 (48.68%)
Once in a week	55 (9.27%)	16 (33.33%)	35 (46.05%)	106 (14.78%)
Rarely	72 (12.14%)	11 (22.92%)	20 (26.32%)	103 (14.37%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

The frequency of the visits to the library is one of the key factors to judge the utilization of the print and electronic resources. If the users frequently visit the library it can be said that they are using the library more in comparison to those users who rarely visit the library. Table 5 reveals that majority of the respondents 349 (48.68%) are replied that they visit library twice in a week with regard to frequency of visiting the library, 159 (22.18%) are visit daily, 106 (14.78%) for once in a week and remaining 103 (14.37%) mention that they visit library rarely. It is observed from the classification that no faculty member is visiting library daily, since they are preoccupied with teaching assignment. But, about 73 percentage of faculty members used to visit library twice and once in a week. In the case of research scholars they used to visit library twice and once in a week. The PG students used to visit the library regularly because they have class assignments and group discussion.



Table 6  
 Preference of format

Format	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Print	77 (12.98%)	12 (25.00%)	13 (17.11%).	102 (14.23%)
Electronic	189 (31.87%)	18 (37.50%)	19 (25.00%)	226 (31.52%)
Both	327 (55.14%)	18 (37.50%)	44 (57.89%)	389 (54.25%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

Table 6 shows that majority of the respondents 389 (54.25%) are using both formats print as well as electronic format for getting the information. It is also clear that 102 (14.23%) use print format and remaining 226(31.52%) prefer electronic format. It is obvious from the classification that majority of the respondents prefer both format of library collection. A close look at the table shows that in all categories of respondents prefer electronic format over print format.

The following tables show the respondents opinions on the print and electronic resources. The responses are classified into Agree, Neutral and Disagree categories.

Table 7  
 Patron’s opinion on E-Books Vs. Print books

Opinion	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Agree	223 (37.61%)	7 (14.58%)	18 (23.68%)	248 (34.59%)
Neutral	35 (5.90%)	11 (22.92%)	15 (19.74%)	61 (8.51%)
Disagree	335 (56.49%)	30 (62.50%)	43 (56.58%)	408 (56.90%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

Table 7 represents that majority of the respondents 408(56.90%) have disagreed that electronic-books are most useful than printed books. 248 (34.59%) respondents agreed the statement and the remaining 61(8.51%) are neutral with regard to electronic-books are most useful than print books.

Table 8  
 Patron’s opinion on E-Journals Vs. Print Journals

Opinion	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Agree	313 (52.78%)	31 (64.58%)	57 (75.00%)	401 (55.93%)
Neutral	202 (34.06%)	11 (22.92%)	15 (19.74%)	228 (31.80%)
Disagree	78 (13.15%)	6 (12.50%)	4 (5.26%)	88 (12.27%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

Table 8 present that the majority of the respondents 401(55.93%) agreed that electronic-journals are most useful than printed journals. 228 (31.80%) of the respondents have reported neutral opinion and the remaining 88(12.27%) respondents disagreed that electronic-journals are most useful than print journals.

Table 9  
 Patron’s opinion on E-Archives Vs. Bound volumes

Opinion	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Agree	342 (57.67%)	38 (79.17%)	61 (80.26%)	441 (61.51%)
Neutral	241 (40.64%)	10 (20.83%)	14 (18.42%)	265 (36.96%)
Disagree	10 (1.69%)	0 (0.00%)	1 (1.32%)	11 (1.53%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

Table 9 shows that majority of the respondents 441(61.51%) agreed the statement that electronic archives are most useful than bound volumes. 265 (36.96%) of the respondents have neither agree nor disagree the statement while 11(1.53%) respondents gave negative opinion about electronic archives are most useful than bound volumes.

Table 10. Patron’s opinion on E-Theses Vs. Printed theses

Opinion	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Agree	440 (74.20%)	36 (75.00%)	15 (19.74%)	537 (74.90%)
Neutral	153 (25.80%)	12 (25.00%)	61 (25.10%)	180 (25.10%)
Disagree	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

Table 10 gives opinion of the respondents regarding e-theses vs printed theses. It is found from the study that 537 (75.00%) respondents agreed that e-theses are most useful than printed thesis; 180 (25.00%) respondents were neutral in their opinion on the perception of e-theses vs. printed thesis.

Table 11

Patron’s opinion on OPAC Vs. Card catalogue

Opinion	Respondents			Total
	PG Students	Research Scholars	Faculty Members	
Agree	391 (65.94%)	35 (72.92%)	54 (71.05%)	480 (66.95%)
Neutral	177 (29.85%)	10 (20.83%)	20 (26.32%)	207 (28.87%)
Disagree	25 (4.22%)	3 (6.25%)	2 (2.63%)	30 (4.18%)
Total	593 (100.00%)	48 (100.00%)	76 (100.00%)	717 (100.00%)

Today the most of libraries follow Online Public Access Catalogue (OPAC) system than Card catalogue. The study also confirms that majority of the respondents 480(67.00%) agreed that through OPAC they can access catalogue they search required document efficiently. Contrary, 30(4.18%) respondents denied while 207 (27.00%) respondents were neutral. The study concludes from the table that OPAC system is pervasive in all academic libraries due effective and efficient way.

## Findings

- Out of total respondents 44.63 percent belongs to IIM-B, 39.33 percent belongs to IIM-K and the remaining 16.04 percent respondents are from IIM-T.
- Out of the total population, 82.71 percent are Post graduate students, 6.69 percent are Research scholars and remaining 10.60 percent respondents are faculty members.
- Out of the total population 73.50 percent are male respondents and 26.50 percent are female respondents.
- Most of the respondents are 22-30 years 53.97 percent, 26.50 percent are the between 31-40 years, 12.69 percent are above 40 years age and remaining 6.83 percent respondents are below 21 years.
- Majority of the respondents (48.68%) are replied that they visit library twice in a week with regard to frequency of visiting the library, (22.18%) are visit daily, (14.78%) for once in a week and remaining (14.37%) mention that they visit library rarely.
- Majority of the respondents (54.25%) are using both formats print as well as electronic format for getting the information.
- Majority of the respondents (56.90%) are disagree electronic-books are most useful than print books.
- Majority of the respondents (55.93%) were agreed electronic-journals are most useful than print journals.
- Majority of the respondents (61.51%) are agreed electronic archives are most useful than bound volumes.
- Majority of the respondents (75.00%) are agreed e-Theses are most useful than print thesis and (25.00%) of the respondents are neutral with e-Theses are most useful than print thesis.

- Majority of the respondents (67.00%) are agreed Online Public Access Catalogue (OPAC) is more useful than card catalogue.

### **Conclusion**

In the dynamic world the traditional library system undergoes many changes and challenges. It is mainly driven by patrons pattern of accessing and seeking information. This has led to dynamic libraries endowed with electronic resources; the patrons can access rare collections without hassle. In this background, the study is made and found that high proportions of the patrons were visiting their libraries twice in a week. To attract the attention of patrons to the libraries, library managers may hold current publications and updated e-resources. It is necessary to the library staff to conduct orientation/ awareness among the patrons. Further the study has found that patrons prefer e-journals and not e-books. The study suggests that a small hand book on the availability and use of electronic books is to be prepared discipline wise and distributed to all the users by the concerned institute library. To raise the level of utilization with regard to electronic journals/ print journals, electronic archives/ bound volumes, electronic theses/ print thesis care has to be taken in fulfilling the needs based on the above discussed aspects and have to establish dynamic electronic management environment.

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