

# A Study of Users' Satisfaction with The Stock Exchange of Thailand Library

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## Abstract

This study had four objectives: 1) to evaluate the satisfaction of the SET Library users; 2) to study reasons for using the SET Library; 3) to investigate the problems users faced; and 4) to investigate users' suggestions to solve those problems. It was found that the respondents were "moderately satisfied" to "very satisfied" with most of the SET Library resources, but were "less satisfied" with BISNEWS. For the library services, the respondents had "moderate satisfaction" with the SET Library services. The respondents were "moderately satisfied" to "very satisfied" with the SET Library use. However, users were "less satisfied" about the member or entry fee and cost of information services. There was no difference in the satisfaction level between males and females, apart from the CD-ROMs database and photocopying service. Most of the users grouped by education and occupation had no difference in the level of satisfaction in using the SET Library. The problem most users faced was the difficulty in finding paper information because the documents were not well-organized or were being used by other users. They did not know how to find the information, especially in the computer. Users suggested that the SET Library expand its information resources -including a greater number and variety of up-to-date books.

## 1. Introduction

### 1.1 Background

On April 30, 1975, the Stock Exchange of Thailand (SET) officially started trading. Its primary roles have been to serve as a center for trading of securities and to provide the essential systems needed to facilitate securities trading. Moreover, it provides services related to the securities exchange such as a clearinghouse, securities depository center, securities registrar, and relevant activities.

To be an effective center for securities trading, the SET realized that accurate, timely, and comprehensive information dissemination is important to all stakeholders, especially investors. Investment decision-making relies on adequate and correct information.

Consequently, the SET Library was established in 1977 to be an information center for the Thai financial and capital markets, as well as related disciplines and industries. It also provides comprehensive information about companies listed on the Stock Exchange, statistical data on the securities market, related foreign institutions information, and related organizations both local and international - to support and assist investment decision-making.

Besides serving investors, the SET Library aims to encourage educational research on the capital market. It also aims to assist the SET's staff, brokers, sub-brokers, listed companies, foreign broker representatives, students and the general public in accessing relevant information and gaining a better understanding of the securities business and stock market. Therefore, improving the SET Library to satisfy its users' needs is an important task.

### 1.2 Statement of the Problem

As the SET Library aims to be a center of information excellence information in the capital market, it is vital that the SET Library, which provides information and services to help achieve these goals, should ensure that users' requirements are taken into account. Factors to consider include who the users are, what they need, and how to clarify the characteristics of the users.

When the SET knows the purposes, expectations, attitudes, and general background of the users, it can provide information and services to meet their needs.

Comprehensive information resources and services with professional staff who are competent and have a positive and helpful attitude would bring about an increase in the use of the library. This would also assist the SET in ascertaining the direction to develop its library and to create an information service most appropriate to the SET's activities and roles.

Additionally, to know how users think about the library is important as well. For example, the SET Library can evaluate whether users get correct, complete, and timely information and how easily, quickly, and conveniently users access information and services.

The SET has to study the satisfaction, suggestions, and problems of users in all aspects in order to analyze the information needs of users and then set up or improve appropriate information resources and services to satisfy them. The SET Library needs to be aware of users' needs because their problems, comments, and feedback are of great importance for the SET Library evaluation and future development.

### **1.3 Objectives of the Study**

The objectives of the study are as follows:

1. To evaluate the satisfaction of the SET Library users
2. To study the objective of using the SET Library
3. To investigate the problems users are faced with
4. To investigate users' suggestions to solve those problems

### **1.4 Scope of the Study**

This research aims to study the satisfaction of users with the SET Library. Users will be evaluated in terms of background-such as education, occupation, types of information used, and purposes in using the SET Library - in order to determine the level of satisfaction that users have with the SET Library. However, the greatest limitation to this study is that the data, which were collected from the sample group during December 25, 2001 to January 20, 2002 may not truly represent the larger population. Consequently, we cannot refer the findings to all users of the SET Library. Hopefully, the results from this study will help the SET Library to know what some users think about it.

## 1.5 Definitions of Terms

**SET** means the Stock Exchange of Thailand.

**TSD** means the Thailand Securities Depository Company, which is the clearinghouse, securities depository center, and securities registrar unit.

**Users** mean people who use the information or services in the SET Library.

**Library Satisfaction** means that users are satisfied with the SET Library because they get at least one of their needs met. For example, they get complete information, or they can easily access information, or they get quick service and courtesy from staff.

**Complete Information** means information that completely meets the library users' demands so they do not need to look for more information in other libraries.

**Information Resources** refer to the data that the SET Library provides users, which can be divided into 2 categories as follows:

- Traditional Resources: books, magazines, journals, periodicals, newspapers, thesis papers and research reports, seminar and conference documents, listed company information, securities statistics, brokerage research, foreign institutional information, pamphlets, audio-visual material, and microfilm.
- Technological Resources: the SET Information Management System (SIMS), Real Time Computerized On-line of the SET Information Management System (RSIMS), the On-line Public Access Catalog (OPAC), CD-ROMs, BISNEWS (Reuters), and Cano File (Imaging).

**The SET Library Services** refer to what the SET Library provides to facilitate and assist users in accessing information resources and also to ensure the efficiency of dissemination of information, a circulation service, a reference service, an inter-library loan service, an information service, a selective dissemination of information service, a current awareness service, an audio-visual materials service, an information retrieval service, and a photocopying service.

## 2. Review of Literature

### 2.1 Library

The basic concept of a library is that some books are placed on the shelves and users use those books. Advancement in technology and users' needs, however, make the concept of a library more complex. Nevertheless, libraries are fundamentally concerned with the fabric of human knowledge and other intangible values. Keeble, 1988) refers to the "library" as follows.

The library is a center for relative community. It is a collection of books or other written or printed materials, the facility in which they are kept, and the institution that is responsible for the maintenance. Modern libraries may contain a wide range of materials, including videotapes, sound recordings, and computer databases in various forms. In addition to providing users with access to books and other materials, libraries often publish lists of acquisitions and may maintain a user advisory service (p. 60).

A "Special library" is an expert library, which provides crucial and specific information in a specific field. Patterns of use and the types of materials users used are different depending on their goal and field. For example, the use of business libraries has always been related to the achievement of business goals or related to work roles.

### 2.2 Library Service

#### 2.2.1 Library Service and Collection

Keeble (1988) says library service is an information system, which resembles and extends the power of the human brain. Considering library services in the absence of user considerations would seem to have little meaning and benefit. From this perspective, it is meaningful to consider library services and their users as a system of interacting parts because the activities that take place in the provision and use of library services are not isolated. This approach is believed to be

helpful for the library development in practical application in making the provision and the use of library services more effective. Keeble also viewed the library service as an information service involving information retrieval and collection. Consequently, a library is viewed as a collection.

There are two related processes of library collection, according to Keeble (1988). These are arranging selected materials to be collected for use and the retrieval of material from collections. Library collections contain relevant information that have a very broad range of materials. They support the purposes of users and constitute a resource for answering inquiries from users. The intended outcome is that the library user will become better informed (pp. 59-67).

Essentially, the library is a resource for inquiry. A fundamental feature of library collection development is the continual effort to make resources of library materials more conveniently available in a manner that corresponds to users' demands. A wide variety of informative materials is one key feature of libraries as this will provide convenience for users in using information. Correctness and reliability are also essential information services as users need information to support their decisions. Incorrect information hurts organizations.

The selected and retained materials for any given collection needs to meet two requirements - the language and difficulty of the text should match the competencies of users, and the evidence needs to be sufficiently detailed for the sorts of inquiries for which the service is provided.

A library collection is expected to have scope or coverage. Some important features of decisions concerning what to include or not are related to the level of collection. For example, if the library wants to provide service at a comprehensive level, the collection would include all significant works of recorded knowledge for a necessarily defined field. The major source materials required for dissertations and independent research, including research reporting, new findings, and other information useful to researchers is important for research. To support this study level, the collection must adequately maintain knowledge of the required subjects.

### **2.2.2 Value of Library Service**

The value of service is determined by users. If a library cannot provide them with what they need for success, something is wrong. The library wants to have repeat business. The library wants to bring customers back because the more users use its information, the more its role is enhanced. The library is service-oriented; therefore, the library is responsible for the provision of information services of the highest quality.

### **2.3 SET Library**

The SET Library, which is located on the first and second floor of the Stock Exchange of Thailand Building, Rachadapisek Road, can accommodate 100 users. The first floor is divided into five zones: listed company documents, latest journals/periodicals and newspapers, photocopying service, computerized database and the SET Library counter service. The second floor provides back periodicals and journals, textbooks, theses, audio-visual materials, BISNEW and computerized databases.

#### **2.3.1 Library Classification**

The SET Library (The Stock Exchange of Thailand, 2001) arranges its information resources as follows:

- *Printed Materials*: Books, thesis papers, research reports, dissertations, conference documents, foreign institutional information, and manuscripts. The archives of the SET are classified and arranged in systematic order based on the Library of Congress classification scheme.

- *Non-printed materials and electronic media*: Video tapes, audio cassettes, disc files and CD-ROMs are assigned with special symbols.

- *Periodicals and Supplementary documents* (including current and back issues): Current issues are classified by language, while back issues, which comprise a volume, are bound and classified for borrowing using a bar-code system.

- *Listed Companies*: The information includes annual reports, a prospectus, and the annual registration statement (Form 56-1). This listed company information is classified by industrial sector.

- *Brokerage Research*: This information is classified by company name, institution and research center according to the analysis of industrial sectors.

- *Securities Statistics*: This includes monthly reviews, trading statistics, portfolio information, shareholder details, and the SET Daily. Each is classified according to the type of statistics.

### **2.3.2 Information Technology**

The SET Library uses the SET's computerized information service system (SIMS) and its own automation system to handle and process information as follows:

- *ISIMS and RSIMS*: A wide range of computerized on-line systems developed to facilitate the provision of comprehensive, accurate and timely information to the general public regarding securities trading and listed companies.

- *The Library Automation System*: The SET Library has adopted the VTLS (Virginia Tech Library System) library automation system to help organize its information resources, which are the cataloging or data management, OPAC (On-line Public Access Catalog), circulation control, acquisitions and fund accounting, serials control, journal indexing, and imaging info station.

- *Networking CD-ROMs Databases*: The SET Library can now network bibliographical information on CD-ROM to six drives in a local area network to allow users to retrieve information stored on the CD-ROMs via the SET's own networking system.

- *Verifying Users System*: This system stores data on individual users so that library identification cards can be used to identify and verify users via a bar-code scanner.

- *Library Security System*: This protects the library's resources and ensures greater user satisfaction.. It is completely safe for any type of magnetic product and will not harm videotapes, audiotapes or computer diskettes. The system features a detection computer, dual book check, de-sensitizer and re-sensitizer.

## **2.4 Information Demand and Use**

### **2.4.1 Information Demand**

Keeble (1988) explains five sorts of needs and wants with respect to library services as follows:

1. Needs that are not recognized as needs for which library services would be useful
2. Needs that are recognized, but no action is taken to use a library service in relation to them
3. Wants, in the sense of desires, to use a library service whether or not such use is sensible in practice
4. Unsuccessful attempts to use library services, as when a particular book is sought but is not found
5. Satisfied demand, in the sense that the library was used in a way that was satisfactory to the user (p. 127)

In the last two terms, which represent actual use of library services, demand is a major determinant of what happens in a library or information service.

If the user can't find a book or information, they can respond by coming back later, in case the demand remains. Otherwise users will switch to another library or take other steps to reduce the demand.

The demand for library services appears to be elastic with respect to reliability, delay, convenience, ambience, and money. If the price of using a library service is increasing relative to the benefit, the frequency of use can be expected to diminish.

The benefit derives from the perceived chance for success in finding information through the use of the library, the cost, time consumed, effort, and discomfort. Therefore, involved in the user's decision whether to use the library is the perceived quality of library service from the perspective of the potential user. The decision to use a library is likely to be taken only if it seems likely to be worthwhile.

Perceived convenience, the probability of available documents, personal value, and factors stimulating the desire influence greatly the choice of source of information and information demand. The library can become more responsive to demand with respect to the maintenance of standards of service. For example, if the librarian knows the availability of a particular title is low, adding extra copies or reducing loan periods can increase it. Such changes constitute adaptive responses by the library to improve the standard of services.

#### 2.4.2 Information Use

Prapawadee Subson's study (อ้างถึงใน สุนีย์ดี เมฆสุต, 2543, น. 33-34) states that a user is any person who wants to use the information and services provided. The purpose of use may range from finding answers to questions, research for study, or using information for a broad benefit such as developing plans for organizations.

Hamburg's study (อ้างถึงใน สุนีย์ดี เมฆสุต, 2543, น. 33-34) defines information demand as the situation in which one wants to find out answers or facts about something and then uses what one finds out to solve that situation.

Chachawal Wongprasert's study (อ้างถึงใน สุนีย์ดี เมฆสุต, 2543, น. 33-34) says users use information to answer what they want to know, solve their problems, make decisions, do jobs, and study.

In conclusion, one uses an information service because one needs facts in order to do something. For example, concerning what to do, write, or believe, one uses information to make a decision. It is also about individual's desire for knowledge. Users want to find answers for what they do not know; something they are unacquainted with, or something they do not understand.

Usage includes the amount of use and factors that affect use, namely, purpose of use, importance of and satisfaction with service attributes, awareness of services, distance and location of services, hours of service, and cost to use services.

#### 2.5 Related Studies

Sumaiwadee Meksoot (สุนีย์ดี เมฆสุต, 2543) conducted a research study on the "Demand and Use for Information in Library and Information Center of the Bank of Thailand (BOT) : Case Study of BOT's middle staff". The objectives of this research were to study comparatively the demand, use, and satisfaction of the information quality and accessibility by mid-level staff members who had different characteristics, education levels, experience, and job responsibilities, and to study their problems and the suggestions they offered.

The study results indicated that the demand by BOT's mid-level staff members for information in the library and information center of the BOT were at a "middle level", once a week and the staff's characteristics of experience and job responsibility made the demand

different. The information uses were at the “middle level”, once a month. There was no significant difference from characteristics in information use among groups. The satisfaction was at the “middle level” and there was no significant difference among groups. BOT’s mid-level staff members evaluated every problem in information use in the library and information center at the “middle level”.

The respondents suggested that the library and information center should modernize and increase the number of English and Thai documents, particularly those related to BOT’s work, and provide other library services such as interlibrary loan and increasing service hours.

Neeranard Raksiri (นีรนาท รักษ์ศิริ, 2537) conducted a research study on the “Use of Fee-Based Information Services of Financial Institutions”. This research aimed to study the terms of sources, service types, reasons for use and factors affecting the selection of sources, characteristic of services as well as trends in using services. The questionnaires were distributed to financial institutions such as banks, finance and securities companies.

The result showed that only 33.13% of respondents used the fee-based information services. Financial institutions used more than one source because of varied specializations offered by those sources. The companies that provided financial information and comprehensive information were used the most. The services that were used frequently were current awareness services, an online search service and a clipping service. The reason for the use was to get up-to-date information. Furthermore, the most important reason was fast and convenient service. Moreover, a key factor in selecting the source was accurate information.

The major problems in using services were problems pertaining to the characteristics of the service fee. However, respondents indicated they would continue to use fee-based information services in the future due to the necessity of obtaining information in the current highly competitive business environment.

Suchit Suvaphab (สุจิต สุวภาพ, 2540) conducted a research study on “The Information Management System Analysis for the Stock Exchange of Thailand Library”. The purpose of this research was to compare the satisfaction and expectations in using the information services of the SET Library. The research was conducted in two parts.

The first part studied and analyzed the current system and the design of data flow for the information management system, while the second part collected opinions from questionnaires. Experts in information management and information systems were also interviewed in order to obtain the appropriate criteria for logical information management design of the SET Library.

The results of the study were that the information management system for services of the SET Library comprised two major systems, six types of automated systems, and six types of manual systems. Most users were graduate and undergraduate students, SET staff, and brokerage employees. Most of the information resources used were books, listed company documents and Public SIMS. The survey results also revealed a significant difference between the expectations and the satisfaction of users. The expectations of users were high, while the satisfaction was moderate. Recommendations included that the available size of the service area should be increased, the range and number of books should be increased regularly, and the number of computer terminals should also be increased to provide greater access to the SET Library computerized databases. However, there was positive feedback on the services offered by the SET librarians.

There should be some improvement in the logical design of information services, information access, information retrieval, traditional and technological resources, and the SET internet-based information services. Information services offered by the SET Library, in terms of reliability and actual data provided were acceptable to users.

A general survey of library users and their satisfaction with the Durham University Library services was undertaken in May 2000. Users were invited to assess their level of success in activities undertaken in the library, and to rate the importance of and their satisfaction with library services and facilities. It was found that book stock was the most important feature of the library for respondents, but least satisfactory. Although photocopying was not rated as a particularly important service, users were most dissatisfied with its facilities. Level of dissatisfaction with reading-list materials and the reserve collection were high. Staff competence and helpfulness received high satisfaction ratings as well. Users had difficulty finding books, journals and other materials on the shelves and there was great dissatisfaction with opening hours.

Sujimon Suppha-ophas (ສຸຈິມນ ສູກໂຄກາສ, 2543) conducted a research study on the “Use and Access to Information Resources in the SET Library”. This aimed to study and compare the use of and access to information resources in the SET Library. A sample population was selected through stratified random sampling and data was collected through questionnaires and analyzed using descriptive statistics and a t-test.

The results showed that users of the SET Library were mostly students, followed by the SET’s staff. They mostly aimed to study, learn, write papers, improve their knowledge, and work.

Listed companies were used most, and books were second. Audio-visual materials were hardly used. Electronic materials, OPAC and SIMS, were generally used. Regarding the subject of information, it was found that finance, investments, stock exchanges, and economic conditions were commonly studied. Considering industrial sectors, it was found that the five most popular were banking, finance and securities, communications, commerce, and food and beverage.

Most of the users preferred browsing to other methods to access information resources. Asking librarians was the second most popular way, whereas using the card catalog was the least-used method.

There was no difference between the use of information resources among users who were members and non-members. However, there was a difference in information access in that most members accessed information resources by OPAC and intranet, while most non-members accessed information resources by checking the information lists and browsing.

The problems in use and access of information were that users could not find printed materials, the materials were mixed on shelves, and it took a lot of time to find them. Users could not search or find audio-visual materials due to the lack of instruction manuals. Another problem was electronic materials. Besides the computers, provided electronic materials were inefficient and took a lot of time, and users lacked skills to use the computers.

### **3. Methodology**

This study was undertaken to evaluate users’ satisfaction with the SET Library. The details of the study are described below.

### 3.1 Subjects

The subjects in this survey were people who used the SET Library between December 25, 2001 and January 20, 2002. An accidental simple random technique was employed to select the sample. There were 220 users participating in this survey.

### 3.2 Materials

The research instrument in this study was a questionnaire with closed-ended and opened-ended questions, which was divided into three parts. The first part elicited general background information on the subjects. It was composed of sex, age, education, occupation, type of information needed, purpose for using information, and usage frequency. The second part sought the satisfaction level of users with the SET Library's resources, services, and the library. In this part, the respondents were asked to indicate the satisfaction level that best corresponded to their feelings as follows:

Most satisfied	=	5
Very satisfied	=	4
Moderately satisfied	=	3
Less satisfied	=	2
Least satisfied	=	1
Never Used	=	0

The last part aimed to find out the problems users faced and gather their suggestions.

### 3.3 Procedures

The questionnaire was submitted to the SET's librarians and the research study author's advisor for their opinions.

### 3.4 Data Analysis

The data obtained from questionnaires were analyzed using the SPSS 9.05 program. All variables were encoded and were analyzed by using both descriptive and inferential statistics. Descriptive statistics employed were frequency, percentage, mean and standard deviation.

Inferential statistics employed to test the hypothesis were the T-test and Analysis of Variance or Anova. The 95% confidence interval was used in this research study.

## 4. Results

### 4.1 General Information of Respondents

It was found that female respondents, 164 (74.5%) outnumbered males, 56 (25.5%). The age of respondents in the first three age brackets were less than 25 years old, 25-30 years old, and 31-35 years old or 132 (60%), 44 (20%), and 28 (12.7%) respondents respectively, as shown in Tables 1 and 2 in Appendix.

Results show that the greatest number of respondents (127, or 57.7% of the respondents) were pursuing their Bachelor's degrees. Those already holding a Master's degree was the second largest group (42, or 19.1%). Third in number (28, or 12.7%) were respondents pursuing a Master's degree, while Bachelor degree holders comprised the fourth largest group (19, or 8.6%). The remaining respondents (4, or 1.8%) had less than a Bachelor's degree education. Interestingly, no user indicated an education level higher than a Master's degree. Details are shown in Table 3.

Students and SET and TSD employees were the biggest groups using the SET Library, which accounted for 135 (61.4%) and 60 (27.3%) of all respondents, respectively. The rest of the respondents held various occupations in small numbers such as analysts, financial advisors, brokerage employees, listed company employees, business owners, investors, etc., as shown in Table 4.

The information that most of the respondents (160, or 172.7%) sought was listed company information. Information about economics and capital markets was ranked second (98, or 44.5%) and third (83, or 37.7%) respectively, as shown in Table 5.

The major purposes in using the SET Library were for studying, 112 (50.9%) respondents, and increasing knowledge, 93 (42.3%) respondents. Moreover, they also used the library for conducting research and contribution to their job or business in the same proportion, 77 (35%), as shown in Table 6.

Most of the respondents, or 94 (42.7%), used the SET Library for the first time; however, second were respondents (70, or 31.8%), most of them being SET and TSD employees, who used the library more than 5 times, as shown in Table 7.

## 4.2 Analysis of the Satisfaction Level of Users with the SET Library

### 4.2.1 The Satisfaction Level with the SET Library Resources, Services, and Library

In the second part of the questionnaire, the respondents were asked to evaluate their satisfaction level with the SET Library resources, services, and library use. After processing the average scores, it was found that the respondents were “moderately satisfied” with most of the SET Library resources, services and library use. However, users were “less satisfied” with BISNEWS ( $X=2.24$ ), the member or entry fee ( $X=2.77$ ) and the cost of information services ( $X=2.77$ ).

It was interesting that less than half of the respondents had used the CANOFILE and BISNEWS. Additionally, as explained before, the respondents who used BISNEWS were also less satisfied with it. The reason might be that the library provides only one computer for BISNEWS. The details are shown in Table 8.

### 4.2.2 The Satisfaction Level between Groups

#### 4.2.2.1 Analysis of the Satisfaction Level by Sex

Apart from the CD-ROMs database and photocopying service, the satisfaction level between males and females was not different according to the t-test. Females were more satisfied with the CD-ROMs database and photocopying service than males. The details are shown in Table 9.

#### 4.2.2.2 Analysis of the Satisfaction Level by Group Education

At the significance level of 0.05 with the ANOVA test, it was found that the level of satisfaction among users' education was different across the following areas:

- *Theses:* Users whose education levels were below bachelor's degree, bachelor's degree holders and master's degree holders were less

satisfied with theses resources. However, users who were pursuing Bachelor's and Master's degrees were moderately satisfied with this resource. Maybe users who are pursuing degrees are able to use theses for their study, whereas the others cannot.

- *Research reports*: Bachelor's and Master's degree holders were less satisfied with the research reports, while the satisfaction level of others was higher.

- *Circulation service*: Master's degree users were the most satisfied with the circulation service compared to other education levels. Users who were pursuing Master's degrees ranked second in satisfaction level.

- *Up-to-date information*: Respondents with Master's degrees and those pursuing a Master's degree were significantly different from other groups. They were less satisfied with the timeliness of the information than others.

- *Opening hours*: Master's degree holders and those pursuing Bachelor's degree were more satisfied with the opening hours of the SET Library than other users. Maybe users pursuing Bachelor's degrees have more free time during the business day than others.

- *Photocopying service, Number of computers, Efficiency of computers for information searching and retrieving*: Users pursuing Bachelor's degrees were most satisfied with these services compared to all other groups.

- *Information variety, Number of books, corresponding to users' requirements*: Users pursuing Master's degrees were less satisfied with the variety of information and the number of books than other education levels. Since they may have greater research requirements, they might want more information than the SET Library provides.

The details are shown in Table 10.

#### **4.2.2.3 Analysis of the Satisfaction Level by Occupation**

Most users grouped by occupation had no difference in satisfaction according to ANOVA test at the significance level 0.05, except for the following:

- *Newspapers*: Investors and broker employees were "most" and "very satisfied" with newspapers, while the others were "moderately satisfied".

- *Listed company paper documents*: Broker employees and other occupations were more satisfied whereas investors were less satisfied.

- *Brokerage research*: Broker employees were most satisfied with brokerage research, however, listed companies employees and investors were least satisfied with these library resources.

- *Circulation*: Financial advisors and investors had the least satisfaction compared to other occupations. However, this was at the moderate level.

- *Up-to-date information*: Analysts were least satisfied with the up-to-date nature of the information because they wanted to get updated information all the time.

- *Number of librarians or officers*: Business owners had the highest level of satisfaction with the number of librarians or officers, while analysts had the lowest level.

- *Efficiency of computers for information searching and retrieving*: Although SET and TSD employees and investors had the least satisfaction level with the efficiency of computers, it was at the moderate level.

- *Service days*: Most users were “less satisfied” with service days. However, there were some groups that were “moderately satisfied” with service days: SET and TSD employees, listed company employees, students, and investors.

The details are shown in Table 11.

#### 4.3 Problems and Suggestions

In the third part, the questionnaire contained open-ended questions for the respondents to list the problems they faced when using the SET Library and the recommendations they had for the SET Library to improve or change.

##### 4.3.1 Problems

It was difficult for users to find information. Sometimes they could not find books, even though the computer showed they were on the shelf. They said that the information, especially the listed company paper documents were not well-organized or were being used by other users. They often found one listed companies’ documents in another listed

companies' box (cited by 30 respondents, or 20.41%). Furthermore, they had some problems in searching for information on the computer because they did not know what information was provided in the computer system or how to find it. For example, there were no abstracts to reveal what the information was about (cited by 5 respondents, or 3.4%). They did not know what ISIMS or PRS were or how to use them because there were no manuals or suggestions from librarians (cited by 6 respondents or 4.08%).

The cost of acquiring information, such as information downloading, information printing, photocopying, and book deposits were too expensive, particularly for students (cited by 16 respondents, or 10.88%). The library member and entry fees were also too expensive for students (cited by 6 respondents, or 4.08%).

The existing books, journals, periodicals, textbooks, and other paper documents were old, (cited by 15 respondents, or 10.20%). The number of books and documents were insufficient and did not meet users' needs. Users had to wait for a long time to get books or documents borrowed by other users (cited by 12 respondents, or 8.16%). Moreover, the information did not meet users' requirements and some information was not complete. For example, users wanted the library to provide more old statistical data (cited by 11 respondents, or 7.48%).

The space was limited, especially in the listed company documents zone. Moreover, the number of seats were inadequate for the number of users (cited by 13 respondents, or 8.84%).

The number of computers and printers was not adequate for the number of users and were of low quality. Furthermore, the printers made a loud noise. Some computers and printers were also inefficient to use and the library officers could not deal with this problem (cited by 8 respondents, or 5.44%).

Some users made disturbing noises and spoke loudly, especially students (cited by 7 respondents, or 4.76%). Some users also did not respect the library rules (e.g. using mobile phones) which disturbed other users (cited by 3 respondents, or 2.04%).

There was an inadequate number of librarians or staff to provide services and assistance. The service and assistance they provided was too slow (cited by 7 respondents, or 4.76%). Moreover, they were not service-oriented and not willing to help (cited by 6 respondents, or 4.08%).

The number of photocopiers and photocopying staff were insufficient to meet users' needs. Moreover, the quality of photocopying was poor and the service was very slow (cited by 2 respondents, or 1.36%).

#### **4.3.2 Suggestions**

The SET Library should provide more information resources, including a greater number and variety of books (recommended by 15 respondents, or 14.56%). Moreover, it should provide more up-to-date and timely information (recommended by 4 respondents, or 3.88%).

The SET Library should increase its service days by opening on Saturday (recommended by 10 respondents, or 9.71%) and add more services (recommended by 5 respondents, or 4.85%).

The service fees for photocopying, printing, and book deposits should be reduced (recommended by 9 respondents, or 8.74%). The entrance fee should also be reduced or eliminated. As the SET is a non-profit organization, it should help support the expansion of knowledge about the capital market (recommended by 4 respondents, or 3.88%).

The SET Library should provide user tips or manuals to explain how to find information, both by computer and on shelves. The users also wanted the SET Library to provide user tips or manuals to explain how to use the computer in every system (recommended by 9 respondents, or 8.74%).

The SET Library should make the library environment more comfortable and fresh by providing a more comfortable area for reading journals (recommended by 7 respondents, or 6.8%). It should increase the available space for many users particularly in the listed company documents zone (recommended by 3 respondents, or 2.91%). However, the SET Library has improved this area already.

The librarians and staff should be more polite and have better manners (recommended by 7 respondents, or 6.8%). The SET Library should increase the number of librarians and staff in order to provide better and quicker service, suggestions and assistance (recommended by 4 respondents, or 3.88%).

The SET Library should find solutions to manage or arrange the documents to be organized in their boxes and shelves. The library should also find a way to place the documents back in their places as quickly

as possible in order that the subsequent users can find those documents (recommended by 6 respondents, or 5.83%).

The number of printers should be increased and the staff should examine the computers and printers to ensure that they are in the good working condition (recommended by 4 respondents, or 3.88%).

More photocopiers and photocopying staff should be added in order to provide quicker and more quality service (recommended by 2 respondents, or 1.94%).

The SET Library should provide a mail system to warn users that it is time to return the books or other materials (recommended by 2 respondents, or 1.94%).

The SET Library should enforce its rules. For example, it should find more effective ways to prevent users from bringing mobile phones into the library (recommended by 1 respondent, or 0.97%).

The SET Library should provide information to other provincial or regional libraries so that users do not need to come to the SET Library in Bangkok (recommended by 1 respondent, or 0.97%).

## 5. Discussions and Recommendations

### 5.1 Discussion

The discussion of the study of users' satisfaction with the SET Library is divided into three parts:

#### 5.1.1 General Information of the Respondents

##### *5.1.1.1 Education, Occupation, and Purpose in Using the Library*

Most of the users were students who were pursuing their Bachelor's degrees and the second largest group of users were SET employees. These results corresponded to the research study by Suchit Suvaphab (สุจิต สุวภาพ, 2540) and Sujimon Suppha-ophas (ศุจิมัน ศุภอพิษ, 2543) in which most of the users were undergraduate students, while SET employees were the second largest group of users.

The users mostly wanted information for studying to increase their knowledge, conduct research and work, whereas information to make investment decisions was mentioned the least.

Modern education encourages students to increase their knowledge outside the class, on their own, by accessing information from various sources. This is the reason that students use the SET Library. For SET employees, they have to use information concerning the securities market, both the SET itself and foreign stock markets, to enhance their job performance, to increase their knowledge, and to maintain awareness of what is going on in the securities world.

The results were similar to those of Neeranard Raksiri (นีรนาท รักษ์ศิริ, 2537), who found that the reason for using fee-based services of financial institutions was to get up-to-date information. The results were also in accordance with those of Sujimon Suppha-ophas (ศุจิมัน สุกโภกาส, 2543), who found that many users used the information to study, search for and increase their knowledge for work and to conduct research, while few users used the information to make decisions on investments.

Investors have various sources of information to assist in their decision making, such as research reports from brokers and the SET website, providing both listed company information and relevant regulations. Consequently, they do not need to find the information from the SET Library.

#### ***5.1.1.2 Types of Information Used***

Users used the listed company information most, followed by economics, the capital market, industry, and financial information. The findings show that one of the SET duties, to disclose accurately its listed companies and timely information, had been accomplished. They also thought the SET Library was the best alternative for them because of its unique information and collection.

These findings were in line with those of Sujimon Suppha-ophas (ศุจิมัน สุกโภกาส, 2543) who found that users mostly used printed materials of listed companies, finance, investment, stock exchange, and economic conditions, while the findings of Suchit Suvaphab (สุจิตร สุวภพ, 2540) revealed that users used listed company documents second in frequency.

### 5.1.2 Satisfaction Level with the SET Library

#### 5.1.2.1 *The Satisfaction Level*

The satisfaction level with the SET Library resources, services, and library use was at the moderate level, which was in accord with Suchit's study (สุจิตร สรวักษ์, 2540). She found that the expectations of users were high, while the satisfaction was moderate. Additionally, the results echoed Sumaiwadee's study (สุมิยาดี เมฆสุต, 2543) in that the satisfaction of the BOT mid-level staff members towards the BOT Library and Information Center was at the middle level.

Considering each resource, service, and library use, it was found that users were less satisfied with BISNEWS, member or entry fees, and the cost of information services. The results corresponded to those of Suchit Suvaphab (สุจิตร สรวักษ์, 2540) who found that users were less satisfied with BISNEWS and the photocopying service fees. Users thought that all the library service fees were too expensive.

#### 5.1.2.2 *Comparison between Education Levels*

Unlike the differences in the use of some resources, services, and general library use, there was no significant difference in satisfaction levels among users from different educational backgrounds. In line with the results found in the study by Sumaiwadee Meksoot (สุมิยาดี เมฆสุต, 2543), there was no significant difference in satisfaction levels with most resources and services in the use of the BOT Library and Information Center among groups of users with different educational backgrounds.

#### 5.1.2.3 *Problems*

The problems that SET Library users faced were in accord with those found in the studies by Sujimon, Suchit, and Neeranard as follows:

- *Sujimon Suppha-ophas* (สุจิมณ สรกอักษร, 2543): Users could not find printed materials because they were not kept in their places. Users consumed a lot of time in information searching. Moreover, the resources were not sufficient to meet users requirements. They were old, and too specific in some fields. Users could not find information in computerized databases, as there were no instruction manuals. They did not know how to search or to find information. The number of computers was also insufficient and they were inefficient.

- *Suchit Suvaphab* (สุจิตร สุวภาพ, 2540): Users could not find printed materials on shelves and those materials were very old. The area was cramped; the number of seats was insufficient, and it was noisy. Furthermore, the number of librarians and staff, their manners, and their assistance did not meet users' requirements. Another problem was that the computers and printers were inefficient.

- *Neeranard Raksiri* (นีรนาท รักศิริ, 2537): The major problem in using fee- based information services was the service fee.

Most of the problems occurred from users themselves and the SET Library management. Besides these problems, there were other relevant factors. The first factor was that the SET Library is a specific library for the Thai capital market and related fields. Some users may have thought that the SET Library was similar to a general library; therefore, the existing information resources may not meet user' expectations. The second factor is knowledge about the Stock Exchange of Thailand. Users did not have a clear idea about the Stock Exchange of Thailand, and they may not have known what they could find at the SET Library. Furthermore, the SET is like other companies. It must make operating decisions within the limits of its budget and may not be able to provide the full services and resources it would like to. Another point is that most users were newcomers. Most of them were not familiar with using the library. It would be difficult for the library staff to explain to all of them how to use the library. But the library cannot let these problems pass. They should find solutions to these problems.

#### **5.1.2.4 Suggestions**

Users wanted the SET Library to solve the mentioned problems. The most needed improvements were to increase the number of books in terms of number of copies, current information and variety. They also wanted instruction manuals, more computers, printers, and photocopiers, and more service days. Reduction of all services fee was recommended as well.

The library should analyze its potential, its direction, and its role to complement the mission of the SET in the future. It must evaluate what it should provide based on user's expectations and perceptions. Nevertheless, what it should do first is to act upon problems that it finds most easily solvable.

These suggestions were in accord with Suchit Suvaphab's findings (สุจิตร สุวภพ, 1997). She found that the range and number of books should be increased regularly and that the number of computer terminals should also be increased to provide greater access to computerized databases.

## 5.2 Conclusions

The findings of the satisfaction levels of users in this study, in comparison with other related studies, were at the same level, which was moderate satisfaction. Users were faced with many similar problems, which were found in this study as well as Suchit's and Sujimon's studies mentioned above. This implies that it is time for the SET Library to solve or at least reduce these problems, beginning with the problems most users faced in order to increase users' satisfaction and to meet the SET's role as an information center for the capital market.

The first thing the library should improve is printed materials management so that users can easily access and find them. Instruction manuals should be created to resolve problems in searching for information from computerized databases. If the SET Library provides instruction manuals for users, the problems caused by insufficient librarians and staff could be reduced because users could use the computer and find information on their own.

It can be observed that some information resources or services were less used, such as CANOFILE and microfilm. As most users were first time customers, they may not have known how to use these or what kind of information is provided in these resources. It can be concluded that there are many things users did not know about the SET Library. Therefore, it is not only instruction manuals for using computers that should be provided, the library should also provide manuals for all sections. The library could make a leaflet and give it to users when they visit the library.

Moreover, many times what users got from the library did not meet their requirements, and sometimes was not worth the money paid. The reason was that users did not understand what information resources and services the SET Library provided. The library should be promoted on the SET website and in its newsletter in the form of a brief overall picture of what users can get from it.

If the SET Library considers these problems and suggestions for improving its services, the satisfaction level will increase in the future. Furthermore, the SET will be more successful in its mission to widely disseminate capital market knowledge if it can expand the user base beyond students and SET employees.

### **5.3 Recommendations for Further Research**

Further research should be done on a larger scale, particularly using a larger sample size. Other occupations should be the target of the SET Library. It should be studied why other occupations and related institutions such as securities companies do not use the SET Library. Other studies could ask what kinds of information each occupation wants, where will they find it, and how the SET Library can fulfill their needs.

Further investigations such as user interviews should be done in order to better determine what users want. This will give the SET Library more detailed results to introduce appropriate improvements.

The SET website should be studied, together with the SET Library, as the website provides some information that the library provides, both printed materials and computerized databases. The study should investigate the comparison between using the SET website and the SET Library in terms of quickness, convenience, format and variety.

Another interesting point to explore is whether or not, and how much, the information meets users' requirements or supports their purposes.

To study how users access information would also help the library better manage its operation.

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## Appendix

**Table 1 Sex**

Information	Number of Respondents	%
Male	56	25.5
Female	164	74.5
Total	220	100

**Table 2 Age**

Information	Number of Respondents	%
Less than 25 years old	132	60
25-30 years old	44	20
31-35 years old	28	12.7
36-40 years old	13	5.9
41-45 years old	1	0.5
46-50 years old	2	0.9
More than 50 years old	0	0
Total	220	100

**Table 3 Education**

Information	Number of Respondents	%
Below Bachelor's Degree	4	1.8
Pursuing Bachelor's Degree	127	57.7
Bachelor's Degree Holder	19	8.6
Pursuing Master's Degree	28	12.7
Master's Degree	42	19.1
Total	220	100

**Table 4 Occupation**

Information	Number of Respondents	%
Analysts	3	1.4
Financial Advisors	1	0.5
Broker Employees	1	0.5
SET or TSD Employees	60	27.3
Listed Company Employees	3	1.4

**Table 4 Occupation (Continued)**

Information	Number of Respondents	%
Business Owners	5	2.3
Students	135	61.4
Investors	4	1.8
Others	8	3.6
Total	220	100

**Table 5 Type of Information Used  
(Users can check more than one choice)**

Information	Number of Respondents	%
Listed Company Information	160	72.7
Industry or Sector Information	77	35
Economic Information	98	44.5
Capital Market Information	83	37.7
Financial Market Information	64	29.1
Information Technology Information	47	21.4
Relevant Rules and Regulations of the SET	47	21.4
Others	10	4.5

**Table 6 Purposes of Information Used  
(Users can indicate more than one choice)**

Information	Number of Respondents	%
To study	112	50.9
To conduct research	77	35
To contribute to job or business	77	35
To enhance investment and decision making	28	12.7
To increase knowledge	93	42.3
Other	1	0.5

**Table 7 Frequency of Library Usage**

Information	Number of Respondents	%
Once/First time	94	42.7
Twice/Second time	30	13.6
3-5 times	26	11.8
More than 5 times	70	31.8
Total	220	100

**Table 8 The Satisfaction Level with Resources**

Resources	Number of Respondents who used resources %	Mean (x)
1. Books	206 (93.64%)	3.49
2. Journals/Periodicals	189 (85.91%)	3.35
3. Newspapers	168 (76.36%)	3.35
4. Theses	151 (68.64%)	3.15
5. Research reports	159 (72.27%)	3.34
6. Seminar & Conference documents	134 (60.91%)	3.12
7. SET/TSD rules and regulations documents	154 (70.00%)	3.46
8. Listed company paper documents	192 (82.27%)	3.74
9. Securities statistics	169 (76.82%)	3.61
10. Brokerage research	164 (74.55%)	3.38
11. Foreign institute information	147 (66.82%)	3.31
12. SET History and Performance	151 (68.64%)	3.54
13. Audio-visual material	137 (62.27%)	3.31
14. Microfilm	115 (52.27%)	3.12
15. Information from ISIMS	154 (70.00%)	3.55
16. Information from RSIMS	160 (72.73%)	3.58
17. On-line public access catalog (OPAC)	142 (64.55%)	3.42
18. CD-ROM databases	124 (56.36%)	3.44
19. BISNEWS (Reuters)	106 (48.18%)	2.24
20. PRS	115 (52.27%)	3.34
21. CANOFIE	97 (44.09%)	3.21
Services	Number of Respondents who used resources %	Mean (x)
1. Circulation	169 (76.82%)	3.51
2. Information reference	194 (88.18%)	3.53
3. Inter-Library loan	150 (68.18%)	3.43
4. Foreign stock exchange and current awareness	144 (65.45%)	3.36
5. Audio-visual material	117 (53.18%)	3.30
6. Information search and retrieval from automatic system	169 (76.82%)	3.36
7. Information print-out from automatic systems	141 (64.09%)	3.42
8. Special Download Information	139 (63.18%)	3.41
9. Photocopying	180 (81.82%)	3.40
Library Use	Number of Respondents who used resources %	Mean (x)
1. Quickness and convenience in Information Access	215 (97.73%)	3.64
2. Quickness and convenience in Information Services	215 (97.73%)	3.66

**Table 8 The Satisfaction Level with Resources (Continued)**

Library Use	Number of Respondents who used resources %	Mean (x)
3. Information variety	217 (98.64%)	3.54
4. Up-to-date information	218 (99.09%)	3.53
5. Information format	216 (98.18%)	3.46
6. Information corresponding to your requirement	216 (98.18%)	3.49
7. Number of librarians or staff members	215 (97.73%)	3.37
8. Assistance from librarians or staff members	215 (97.73%)	3.51
9. Manners of librarians or staff members	218 (99.09%)	3.65
10. Number of computers	212 (96.36%)	3.22
11. Efficiency of computers provided for information searching and retrieving	213 (96.82%)	3.43
12. Information arrangement	211 (95.91%)	3.36
13. Number of books corresponding to your requirements	215 (97.73%)	3.14
14. Service days (Mon-Fri)	217 (98.64%)	3.20
15. Opening hours (08.30 am - 18.00 pm)	217 (98.64%)	3.60
16. Member or entry fees (In case you are not an SET or TSD employee)	163 (74.09%)	2.77
17. Cost of Information services (In case you are not an SET or TSD employee)	155 (70.45%)	2.77
18. Library atmosphere	218 (99.09%)	3.61
19. Space available	218 (99.09%)	3.51
20. Bulletin boards	208 (94.55%)	3.22

**Table 9 The Difference in Satisfaction between Males and Females from T-Test Analysis**

Resources	Significance
1. Books	.547
2. Journals/Periodicals	.103
3. Newspapers	.096
4. Theses	.317
5. Research Reports	.126
6. Seminar and conference documents	.600
7. SET/TSD rules and regulations documents	.684
8. Listed company paper documents	.171
9. Securities Statistics	.994
10. Brokerage research	.651
11. Foreign Institute Information	.433
12. SET history and performance	.967
13. Audio-visual material	.669

**Table 9 The Difference in Satisfaction between Males and Females from T-Test Analysis (Continued)**

Resources	Significance
14. Microfilm	.133
15. Information from ISIMS	.303
16. Information from RSIMS	.066
17. OPAC	.294
18. CD-ROM databases	.032 *
19. BISNEWS	.967
20. PRS	.967
21. CANOFILE	.986
Services	Significance
1. Circulation	.700
2. Information Reference	.998
3. Inter-Library loan	.505
4. Foreign stock exchange and current awareness	.419
5. Audio-visual materials	.916
6. Information search and retrieval from automatic systems	.941
7. Information print out from automatic systems	.760
8. Special download information	.907
9. Photocopying	.004 *
Library Use	Significance
1. Quickness and Convenience in information access	.381
2. Quickness and Convenience in information service	.733
3. Information Variety	.891
4. Up-to-date information	.931
5. Information format	.518
6. Information corresponding to users' requirements	.220
7. Number of librarians or staff members	.947
8. Assistance from librarians or staff members	.129
9. Manners of librarians or staff members	.938
10. Number of computers	.748
11. Efficiency of computers provided for information searching and retrieving	.491
12. Information arrangement	.205
13. Number of books corresponding to users' requirements	.148
14. Service days	.141
15. Opening hours	.678
16. Member or entry fees	.850
17. Cost of information services	.378
18. Library atmosphere	.972
19. Space Available	.195
20. Bulletin boards	.986

\* The mean difference is significant at the .05 level.

**Table 10 Analysis of the Difference in Satisfaction Levels by Education**

Resources	F	Significance
1. Books	.428	.788
2. Journals/Periodicals	.326	.860
3. Newspapers	1.907	.112
4. Theses	4.983	.001 *
5. Research Reports	5.063	.001 *
6. Seminar and conference documents	1.451	.221
7. SET/TSD rules and regulations documents	.867	.485
8. Listed company paper documents	1.729	.145
9. Securities Statistics	1.503	.204
10. Brokerage research	2.408	.052
11. Foreign Institute Information	1.591	.180
12. SET history and performance	.451	.772
13. Audio-visual material	.868	.485
14. Microfilm	.843	.501
15. Information from ISIMS	1.196	.315
16. Information from RSIMS	.870	.483
17. OPAC	.035	.998
18. CD-ROMs database	1.255	.292
19. BISNEWS	.730	.574
20. PRS	1.158	.334
21. CANOFILE	1.440	.227
Services	F	Significance
1. Circulation	3.543	.008 *
2. Information Reference	.225	.924
3. Inter-Library loan	.576	.680
4. Foreign stock exchange and current awareness	.634	.639
5. Audio-visual materials	.635	.639
6. Information search and retrieval from automatic systems	.213	.931
7. Information print out from automatic systems	.676	.610
8. Special download information	.345	.847
9. Photocopying	3.152	.016 *
Library Use	F	Significance
1. Quickness and Convenience in information access	.988	.415
2. Quickness and Convenience in information service	.414	.799
3. Information Variety	6.218	.000 *
4. Up-to-date information	5.552	.000 *
5. Information format	1.590	.178
6. Information corresponding to users' requirements	1.460	.216
7. Number of librarians or staff members	1.433	.224

**Table 10 Analysis of the Difference in Satisfaction Levels by Education (Continued)**

Library Use	F	Significance
8. Assistance from librarians or staff members	.683	.605
9. Manners of librarians or staff members	.462	.764
10. Number of computers	4.239	.003 *
11. Efficiency of computers provided for information searching and retrieving	4.610	.001 *
12. Information arrangement	1.909	.110
13. Number of books corresponding to users' requirements	3.101	.017 *
14. Service days	1.562	.186
15. Opening hours	2.708	.031 *
16. Member or entry fee	2.290	.062
17. Cost of information services	1.631	.169
18. Library atmosphere	.812	.519
19. Space Available	.340	.851
20. Bulletin boards	1.260	.287

\* The mean difference is significant at the .05 level.

**Table 11 Analysis of the Difference in Satisfaction Levels by Occupation**

Resources	F	Significance
1. Books	.882	.532
2. Journals/Periodicals	.292	.968
3. Newspapers	2.68	.015 *
4. Theses	1.252	.273
5. Research Reports	1.512	.158
6. Seminar and conference documents	.376	.932
7. SET/TSD rules and regulations documents	.435	.898
8. Listed company paper documents	2.122	.036 *
9. Securities Statistics	.906	.513
10. Brokerage research	2.471	.015 *
11. Foreign Institute Information	1.348	.225
12. SET history and performance	.901	.518
13. Audio-visual material	1.159	.329
14. Microfilm	1.927	.063
15. Information from ISIMS	.790	.612
16. Information from RSIMS	.645	.739
17. OPAC	.354	.942
18. CD-ROM databases	3.94	.922
19. BISNEWS	1.416	.200
20. PRS	.742	.654
21. CANOFILE	1.457	.185

**Table 11 Analysis of the Difference in Satisfaction Levels by Occupation (Continued)**

Services	F	Significance
1. Circulation	3.684	.001 *
2. Information Reference	.778	.622
3. Inter-Library loan	1.106	.363
4. Foreign stock exchange and current awareness	.599	.777
5. Audio-visual materials	.693	.697
6. Information search and retrieval from automatic systems	.393	.923
7. Information print out from automatic systems	.885	.531
8. Special download information	.441	.895
9. Photocopying	1.951	.055
Library Use	F	Significance
1. Quickness and Convenience in information access	1.283	.254
2. Quickness and Convenience in information service	.917	.503
3. Information Variety	1.625	.119
4. Up-to-date information	2.478	.014 *
5. Information format	1.199	.301
6. Information corresponding to users' requirements	1.027	.417
7. Number of librarians or staff members	2.731	.007 *
8. Assistance from librarians or staff members	1.005	.433
9. Manners of librarians or staff members	1.663	.109
10. Number of computers	1.912	.060
11. Efficiency of computers provided for information searching and retrieving	2.509	.013 *
12. Information arrangement	1.264	.264
13. Number of books corresponding to users' requirements	.207	.989
14. Service days	2.609	.010 *
15. Opening hours	.859	.552
16. Member or entry fees	.732	.663
17. Cost of information services	.568	.803
18. Library atmosphere	.909	.510
19. Space Available	.912	.508
20. Bulletin boards	.936	.488

\* The mean difference is significant at the .05 level.