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USER AWARENESS ABOUT THE MARKETING OF UNIVERSITY LIBRARY SERVICE: A CASE STUDY OF UNIVERSITIES AROUND KOLKATA

IPSITA SINHA

Department of Humanities, New Panchanantala Road, Belgharia, Kolkata, West Bengal, India

ABSTRACT

This study has been conducted to assess the awareness about the concept of marketing of academic university library services among UG Student, PG Student, Scholar, Faculty (except library and information science department) of Jadavpur University, University of Calcutta, Rabindra Bharati University. University libraries are facing problem of rising cost of library products, budget crunch, unused services etc. In this study it is seen that these kind of problems can be solved with the help of proper marketing of library services. But the concept of marketing of library services is absent among the users. In this case the digital media like Face book, Twitter, Mobile Application of Library are most effective marketing media among the users than traditional marketing media like leaflet, brochure. Through proper marketing channel of library services, university library can fulfil their aims and provide better service to maximum number of potential users.

KEYWORDS: Library Services, Marketing Media, University Libraries, User's Awareness

INTRODUCTION

In the end of 1960's Philip Kotler and Sydney Levy bring a remarkable changes in the concept of 'marketing'. Marketing is not only associated with commercial organisation but also with non profitable organization such as library ,university ,museum .Indeed the last four decades are witness of emerging the 'Marketing' concept in the field library & information service.

Introduction of mobile library like Camel library service in Kenya, Elephant library and Train library in Thailand, Mobile Van library of National Book Trust in India are used for the promotion of the library service in remote areas or wide area. Now a days with technological development, the mode of promotion of library products and services become changed.

The customer satisfaction is the primary concern in the marketing approach from the beginning. 'Marketing' is an approach which must be customer oriented. On the other hand without marketing orientation a high tech library or information service could not be successful. According to kotler the non commercial organisation such as museum, libraries universities need to the market their products to gain political and social support as well as economic support. In library as information service marketing is a comprehensive term that describes all the process and interaction that result is satisfaction for users.

MARKETING POLICIES IN LIBRARY

The concepts of marketing associated with the theory of Library science in many cases. Like Tips of 'Marketing Mix' products, price, promotion, place, physical evidence, people, process are very relevant with the 5 laws of library

science by Dr. Ranganathan. Basically the marketing mixes aim at communicating effectively with users of the library and information service and satisfy the potential users.

The basic aims of library service is to provide the right information to the right user at the right time but without the help of marketing of library service can not be reached to the maximum potential users. In this 'information society'; technological development has resulted information explosion, so fulfil the gap between the demand and production of information required a proper market where the users can select the information as per their need or demand. The libraries or information centers design and deliver the appropriate products and services to the actual users. According to Spalding and Wang (2006) libraries around the world are facing rising cost and dwindling budgets due to technological advances and todays dynamic economic climate as a result the concept of marketing are increasingly adopted within the library peripheral with increased competition in the world information marketing become a factor for survival.

LITERATURE REVIEW

G.C Kendadamath conveys that in India, University libraries concept of marketing of library service and products are in primary stage. Generally library services are not user centred they cannot satisfy the users need. He find out the reason from his study that the user not aware about the library product and service. They did not know how this products and services can help to fulfil their information needs. So libraries have failed to provide proper information to the proper user, though the services are present in libraries

S.K patil and P. Pradhan express same thought that though libraries have latest information, latest technology, correct information for the users unless and until what is available in library ,how it would be accessible and disseminated to the users of the library. Most cases the library services remain unused due to lack of user awareness.

M Madhusudan conducts his study in Goa University library (GUL). He surveyed that GUL provide their service with different library automation programmes like OPAC, COPSAT, RAS (Remote Access Service) by various advertising methods. GUL is considering charges for various services as an annual membership fee to different users group and a very small amount of income comes from photocopying services.

According to A. Kaur and S. Rani Library services should be customer centred. To maximise the Book Reading, Book issue return, are the most useful service to all category of users. Utilisation of services and resources of the universities libraries should adopt the marketing approaches.

B. K DAS and S K Karn that marketing of library and information services should be according to users requirement. Marketing is essential to optimal use of information proving to the right users at the right time.

Anil Kumar conducted a survey on marketing of information products and services in Kuruksetra university library. The users use the library for their research need, but most cases they are not willing to pay for this services and products of the library.

J.J.G Arachchige surveyed his study on special and academic library of Srilanka. His studied that libraries spent large amount of money on purchasing of resources, providing the services. Library can cost recovery and profit potential if their services are planed and customer centre. Special and academic libraries of Srilanka have sufficient amount of resources and potential users are available there but the concept of marketing of library services and product and marketing principals found lack among library personnel.

J. Jestin and B. Parameswar convey that three main factors – the information explosion, the technology revolution and continuing rising of library cost are the responsible to encouraging for introduce marketing concept in the library environment. Library acquisition, organization and dissemination must be the concept of marketing to satisfy the maximum number of users.

Ajay Kumar conveys that marketing is not just about developing and promoting new services and products but to bring awareness to clients of existing services and determining their appropriateness. Marketing approaches are providing to be effective in assisting academic libraries to adjust to changes in its client base and will ensure the services delivered continue to feed the needs.

Scope of the Study

Basically the responsibility of university library to provide a wide variety of information service to strengthen the universities performance of its teaching learning research This study is conducted among the under graduate students, post graduate students, research scholars and faculty. These different categories of users have required a wide variety of information. Many survey are conducted in different libraries like Punjab University, Punjabi University, Kurukshtra University, Goa University as well as foreign University also but study is restricted in university around Kolkata.

This study is conducted under the academic university around Kolkata. They are 1.Jadavpur University 2.University of Calcutta 3.Presidency University 4.Rabindra Bharati University 5.State University of West Bengal .But the Presidency University and State University of West Bengal have been excluded from three study as a personal visit. These two universities have not yet develop library infrastructure good enough for the purpose of including in this study

Objectives of the Study

- To know users awareness about the marketing of library products or services.

- To know which are the most useful service to the different category of users.

- Find out the gap between the users expectation and the services of the library.

- To know popular medium for the marketing of library products to the users.

Methodology

This study under the three main academic universities in Kolkata that are – i) University of Calcutta ii) Rabindra Bharati university Iii) Jabalpur University Firstly prepare a questionnaire. By using the survey method the questionnaires were distributed among 202 users. Among them 41 Under Graduate students, 118 Post Graduate students, 34 scholars and 9 faculties (Excluding Library and information science department)randomly. If necessary interviewed also taken to fill the gap

Analysis & Findings

- 89% scolar and 65% PG students are use the library daily but most UG students used the library once in a week and 67% faculty use the library once in a fortnight.

- Only 22% users of university are comfortable in using physical access library. 6% user are using only digital library not physical library. And rest of them are using both mode of library.

- Different category of users use the library in different purpose

Table 1: Ranking the Purposes According to Users Preference

Rank	Purpose	Percentage			
		Faculty	**Scholar**	**Pg Student**	**Ug Student**
1	Reading Book	100	100	100	100
2	Photocoping books or articles	100	88	91	10
3	Academic project work	33	94	86	0
4	Internet surfing	22	9	62	7
5	accessing journal	78	35	24	0
6	Reading newspaper	11	18	31	0
7	Research need	89	94	0	0
8	Keeping up to date with current information	44	18	17	0

Reading book and Photocopying books or journal are the two basic purpose of users.100% users use the library to read the the books and 74% users use for photocopying book or articles. Research need is restricted to the scholars and faculties only.

- There are different kinds of marketing media to provide current information as they required. But all kind of media are not same acceptable to the different user group.

Table 2: Ranking of the Media for Current Information According to the Users

Rank	Media	Percentage				
		Faculty	**Scholar**	**Pg Student**	**Ug Student**	**Total**
1	Social Networking (Face book, Twitter)	67	88	72	93	78
2	Reading newspaper	100	97	59	22	60
3	Communicate with colleges	89	62	50	7	45
4	Book Exhibition	100	71	13	0	32
5	Attending Seminar/conference/Workshop	100	85	14	0	27
6	Current publication of Journal	89	68	6	0	19
7	Bibliographic database	56	38	6	0	12
8	Follow the new arrival list	44	21	0	0	10
9	Current awareness bulletin	67	21	0	0	06

In fast moving world the people are being dependent upon digital media. 78% users are depending upon the social network to get current information as they required. Newspapers provide current information to 60% users.

- 98% users of university libraries are not aware about the concept of marketing of library services.

Table 3: Awareness of Marketing of Library Services among Different Category of Users

Type of User	Aware (%)	Not Aware (%)
Faculty	11	89
Scholar	9	91
PG Student	0	100
UG Student	0	100
Total	2	98

Digital media is relatively more helpful than traditional media like leaflet, brochure to the user

Table 4: Ranking of Marketing Media for Library Services According to Users Helpfulness.

Rank	Marketing Media
1.	Social Network
2.	Mobile application of university library
3.	E mail alert or SMS alert
4	Published in newspaper or magazine
5.	Library website
6.	Banner
7.	Library Brochure
8	Leaflet

- Every type of library services are not same useful to all category of users.

Table 5: Ranking of Library Services According User Requirement

Rank	Library Service	PERENTAGE OF RESPONSE												TOTAL YES
		Facalty			Scholar			Pg Student			Ug Student			
		Y	N	D	Y	N	D	Y	N	D	Y	N	D	
1	Book reading facilities	100	0	0	100	0	0	100	0	0	100	0	0	100
2	Book issue return service	100	0	0	100	0	0	100	0	0	83	17	0	97
3	Print-out facilities	89	11	0	91	9	0	97	3	0	22	78	0	80
4	Xerox facilities	100	0	0	100	0	0	96	4	0	7	93	0	79
5	Internet surfing	33	67	0	91	9	0	82	5	3	19	22	59	67
6	Reference service	100	0	0	100	0	0	71	10	19	10	34	56	65
7	Book exhibition	78	22	0	82	18	0	58	42	0	29	71	0	57
8	Carrier guidance service	0	100	0	94	6	0	53	2	45	43	5	52	56
9	Published new arrival list	67	33	0	41	59	0	24	70	6	0	29	71	24
10	Bibliographic database service (PROQUEST, EBSCOHOST etc.)	78	22	0	82	15	3	5	0	95	0	0	100	20
11	Current awareness service	78	22	0	29	26	44	14	10	76	0	0	100	17
12	User Orientation program	56	44	0	38	6	56	8	5	87	0	0	100	13
13	CD ROM search service	11	56	33	41	9	50	9	16	75	0	0	100	13
14	Referral service	67	33	0	30	47	23	6	7	87	0	0	100	11
15	Indexing service	22	0	0	23	76	0	0	9	91	0	0	100	10
16	Translation service	33	67	0	30	70	0	3	6	91	0	0	100	8
17	Newspaper clipping service	11	89	0	38	41	21	3	24	73	0	0	100	8
18	Abstracting service	22	78	0	9	88	3	0	2	98	0	0	100	3
19	Inter library loan service	11	78	11	6	23	71	2	7	91	0	0	100	2

*Y = Yes, N = No, D = don't know the service

Book Reading (100%), Book issue return (97%) ,print out facility (80%), xerox facilities (79%) useful service to

all catagory of users. But 85% users don't know 'inter library loan service', 82% user don't know about 'abstracting service'. In this table it is shown that UG Student not aware about most library services. But it is clear if the services is known to the users then these services seems useful to the users.

- If users ready to pay extra money to get the individual library service then library can overcome its crunched budget and proper utility of services and products which library bought. For marketing library can spent extra effort and money.

Table 6: User's Willingness to Pay for the Library Services

Sl No	Library Service	Percentage							
		Facalty		Scholar		Pg Student		Ug Student	
		Y	N	Y	N	Y	N	Y	N
1	Book reading facilities	33	67	53	47	7	93	0	100
2	Book issue return service	33	67	35	65	3	97	0	100
3	Reference service	22	78	24	76	3	97	0	100
4	Referral service	33	67	12	88	0	100	0	100
5	Inter library loan service	67	33	9	91	8	92	0	100
6	Xerox facilities	100	0	100	0	100	00	100	0
7	Print-out facilities	100	0	100	0	100	00	100	0
8	Book exhibition	22	78	35	65	12	88	0	100
9	Published new arrival list	33	67	30	70	13	87	0	100
10	User Orientation program	33	67	18	82	0	100	0	100
11	Indexing service	22	78	21	79	0	100	0	100
12	Abstracting service	22	78	6	94	0	100	0	100
13	Translation service	33	67	21	79	0	100	0	100
14	Newspaper clipping service	00	100	00	100	0	100	0	100
15	Carrier guidance service	00	100	56	44	36	64	0	100
16	Current awareness service	22	78	9	91	0	100	0	100
17	Bibliographic database service (PROQUEST, EBSCOHOST etc.)	44	56	68	32	2	98	0	100
18	Internet surfing	89	11	85	15	73	27	7	93
19	CD ROM search service	0	100	3	97	0	100	0	100

100% users are ready to pay for 'Xerox facility' and 'print out facility'. But users are not interested in the 'CD-ROM search service',' Newspaper clipping service' in exchange of money. In this table it is seen that users are ready to pay extra money other than library fee for those services if it is necessary to them. But 100 % UG Student are not ready to pay extra money other than library fee eccept 'print out facility' and 'Xerox facility'.

CONCLUTIONS

UG students, PG students, most scholars are belong to new generation. Different social media tools are much more popular among the users than the traditional media for marketing of library sevices. National library of Australia has already incorporated social media like Face book, YouTube for notification of news, library events and activities etc.
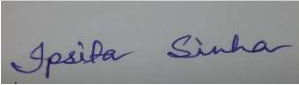
In this study it is found that a large number of respondent are not aware about the concept of marketing of library services. They could not connected the term "Marketing" with the library service. The responsibility of this kind of unawareness among the users is not only for lack of promotion or marketing of library services in proper way or media by the library but the promotional media also play a vital role. Not only traditional media digital media should be adopted by the university libraries for the optimum use of library services and products. It also found that if a library service properly fulfils users needs then they ready to pay for this service and university can easily overcome the problem of rising cost of

library product due to technological development and budget crunch also. If University libraries be as tender as to provide the services to market their services by proper media then university and the users both will be beneficial. So social media, mobile app of library should be in corporate to university library around Kolkata as a marketing media. And university library can easily reached there services to maximum number of users.

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