

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

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### **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