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Amritpal Kaur  
*Guru Nanak Dev University*

Sarita Rani  
*Guru Nanak Dev University*

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# Electronic Journal of Academic and Special Librarianship



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## Marketing of Information Services and Products in University Libraries of Punjab and Chandigarh (India): An Exploratory Study

Dr. Amritpal Kaur, Reader

Department of Library and Information Science, Guru Nanak Dev University,  
Amritsar, India

[amrit\\_lisc@yahoo.co.in](mailto:amrit_lisc@yahoo.co.in)

Sarita Rani, Assistant Librarian

Bhai Gurdas Library, Guru Nanak Dev University, Amritsar, India

### Abstract

The present study has been undertaken to assess the attitude of users towards the marketing of information services and products of university libraries. A well-structured questionnaire was distributed among the library users of four universities of Punjab and Chandigarh viz Panjab University, Punjabi University, Punjab Agricultural University and Guru Nanak Dev University. The responses were gathered from 1237 users (241 teachers, 271 research scholars and 725 postgraduate students). The findings of the survey reveal useful facts about marketing of information products and services. 61% of the respondents are willing to pay for developed information services and 57% for developed information products. On the basis of the findings, some suggestions have been made to improve information services and products of the libraries.

### Introduction

The main objectives of the libraries today are to obtain self-sufficiency in their resources and to provide an optimum level of services to reach more potential users and encourage the use of library resources. This naturally requires a “shift from product or service orientation to customer or need orientation” (Kavulya, 2004). Different marketing concepts provide libraries with the tools for collecting and analyzing useful data about information needs of customers, which assists in

designing, developing and delivering appropriate services. Nelson (1983) argues that “needs assessment is central to any program of product development and essential to establish the targets for any marketing process”. Irrespective of the type of the library, the need to develop customer-centered and strategic market planning has now become part of effective library management.

University libraries invest a huge amount on collection development, processing and storage of information resources. These resources, which are so expensive, often remain unutilized resulting in wastage of money, time, energy and space. The libraries can solve their problem of underutilization of resources and services by applying marketing principles. In university libraries application of marketing principles implies: first, the library should identify its objectives; second, identify its target users and their particular needs; and third, develop products and services aimed at these categories. In this way university library becomes a market-oriented organization in which all operations including acquisition, storage and service are focused on the needs of users and which embrace not only the satisfaction of demand but also creation, awakening and increasing the existing demand. So identifying the users’ needs is the prime responsibility of the university library. One of the best methods to assess the users’ needs is to conduct users’ surveys as “surveys can provide information for choosing between optimal designs of the same service and information about how to customize the delivery and promotion of your services” (Zachert, 1986)

### **Concept of Marketing**

Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants. It is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organizational objectives (Kotler, 1996).

In terms of libraries, marketing means a sufficient change in the traditional attitude of librarians towards acquisition, organization, processing and retrieving information. The basis of library service should be to help its users to solve their information gathering and processing needs. This the library can do only if it relies on systematic information collection, procedures and policies and adjusts its products, services and organizational policies and procedures to the demands of the users.

### **Review of Literature**

A review of literature reveals that the marketing of library services and products is rendered a viable tool to create awareness among the users and to decide the

efficiency and effectiveness of the library services and products and that majority of the users are willing to pay for the value-added services and products.

Khali Klab (1994) conducted a survey of libraries and information centres (LICs) in Jordan to examine the application of the marketing concept to the products and services of LICs and to investigate users' attitude towards free or fee-based services. The findings of the survey reveal that 60.7% of the respondents agree to pay fees for developed information services and 55.7% for developed information products.

The study conducted by Evan Wong (1996) for the Organization of Eastern Caribbean States focused on the segmentation of clients into specific target groups in order to meet their information needs. She found that dominant theme in the development of a strategic marketing process for the information services has been the use of proactive and regular client contact in order to determine the specific needs of the various client groups.

Vaishnav (1997) did a case study of Dr. Babasaheb Ambedkar Marathwada University Library (BAMUL) and pointed out that the university library uses marketing process to satisfy the needs and wants of the users.

Tadasad and Talikoti (2000) surveyed the users of the City Central Library of Gulbarga to find out the extent of awareness and utilization of resources, services and facilities provided by the library. The findings of the survey reveal that a significant proportion of the users are unaware of the resources, services and facilities of the library. The study emphasizes the need for organizing regular awareness programmes to increase the optimum utilization of the resources, services and facilities of the library.

Pandya (2001) conducted a survey of the M S University of Baroda to explore the feasibility of marketing library and information services and products. The findings of the survey reveal that almost all the respondents depend upon the library for satisfying their information requirements. More than 80% of the research scholars and 92% of the deposit members are ready to pay library membership fee on yearly basis which indicates that money is not a constraint if quality services and products are provided on time. Respondents ranging from 52% to 72% are ready to pay for value added services such as CD-ROM searches, on-line searches, translation service, e-mail, SDI and CAS which are likely to be introduced in future by the library.

Rajyalakshmi and Waghmare (2001) conducted a survey of the faculty, research scholars and students of Nagpur University to know their awareness level and utilization pattern of computerized information services provided by the university library. The findings of the survey reveal that more than 70% of the users are not

satisfied indicating the lacunae in marketing efforts of the established services for reaching the targeted users. The authors emphasize the need for marketing of information services and products in academic libraries to decide the efficiency and effectiveness of the services and products.

Ganguly and Kar (2002) conducted a case study of Tata Energy and Research Institute (TERI), New Delhi and stated that TERI-LIC's experience of marketing is very encouraging. Its wide range of products and services are marketed and disseminated to the end user through an effective marketing strategy. Most of the services and products are price-based.

Neuhaus and Snowden (2003) conducted a case study of Rod Library of University of Northern Iowa. The Rod Library Marketing Committee created by Dean of Library Services in 1999 to better co-ordinate the library marketing efforts was able to heighten faculty and student awareness of library resources and services. Various marketing efforts and experiments such as promotional newsletters, e-mail postings, and student surveys were employed for the purpose.

Sharma and Choudhary (2003) conducted a case study of All India Management Association (AIMA) Library. The authors found that experience of marketing of information services and products is very encouraging at the AIMA Library. The users' satisfaction assessment is overall good, which is evident from the fact that users are constantly asking for information through all possible means say e-mail, telephone, fax, mail and personal visits. Revenues generation of AIMA Library through products and services is also good and it is moving towards self-sufficiency. The authors opine that at present when library budgets are shrinking, marketing of its products is earnestly required.

The study conducted by Morei (2004) of Dr. Babasaheb Ambedkar Marathwada University Library, Aurngabad, revealed that the library develops products and services according to the needs expressed by their users and keeps their users aware through means such as media, exhibitions, users education, Internet, new arrival lists etc.

The study conducted by Kavulya (2004) of the selected university libraries of Kenya emphasized that the libraries need to adopt more systemic techniques in collecting data on users' needs if they are to design and deliver the services that fit user requirements.

It can be safely concluded that marketing methods if applied appropriately can make a vital contribution to library and information work. The present study is an attempt to

assess the attitude of the users towards the marketing of information services and products of university libraries.

### **Scope of the Study**

There are six universities in Punjab and Chandigarh viz Panjab University, Chandigarh (1947); Punjabi University, Patiala (1962), Punjab Agricultural University, Ludhiana (1962); Guru Nanak Dev University, Amritsar (1969); Punjab Technical University, Jalandhar (1997); and Baba Farid University of Health Sciences, Fridkot (1998). Baba Farid University of Health Sciences and Punjab Technical University have been excluded from the study as a personal visit to these universities revealed that these universities have not yet developed library infrastructure good enough for the purpose of including in the present study. As a consequence, only the following four universities have been included in the study:

- Panjab University, Chandigarh (PU)
- Punjabi University, Patiala (Pbi. Univ.)
- Punjab Agricultural University, Ludhiana (PAU)
- Guru Nanak Dev University, Amritsar (GNDU)

### **Objectives of the Study**

The main objectives of the study are:

- To know users' level of keeping up with innovations.
- To know the ways which make the users aware regarding the information required in their field of interest.
- To examine the services and the products that the users need/expect to be provided.
- To know users' willingness to pay for the information products and services.
- To suggest ways by which awareness among the readers regarding products and services of university libraries can be created and their utilization can be increased.

### **Research Methodology**

For the purpose of the study, a questionnaire was designed ([Appendix-1](#)). The questionnaire was pre-tested before using it with the survey population. All the respondents were given the same questionnaire irrespective of their status. Some of the respondents willingly filled up the questionnaire but some of them showed great reluctance. A lot of persuasion had to be used to get the questionnaires filled in. The

respondents were interviewed also to fill in the gaps, if any. A five-point Likert scale has been used to know the users' attitude towards marketing statements.

## Analysis and Discussion

**Table 1: Population and Sample of Library Users**

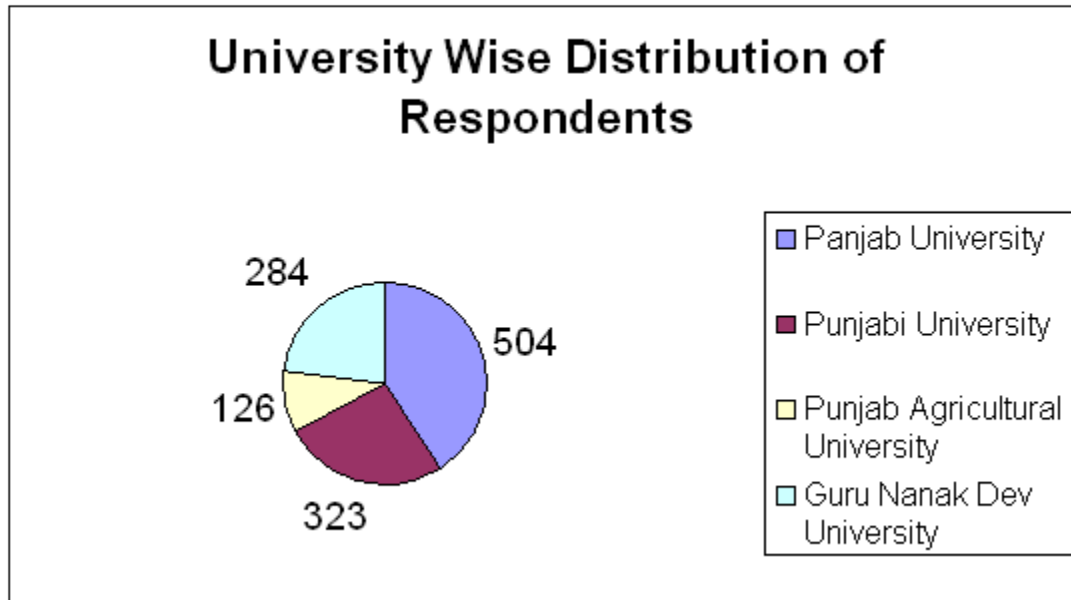
University	Teachers	Research Scholars	Post-Graduate Students	Total Respondents
	Universe – sample	Universe – sample	Universe – sample	Universe – sample
P.U.	694 – 69	1748 – 175	2598 – 260	5040 – 504
Pbi. Uni.	580 – 58	450 – 45	2200 – 220	3230 – 323
P.A.U	750 – 75	62 – 6	450 – 45	1262 – 126
G.N.D.U.	391 – 39	456 – 45	2000 – 200	2847 – 284
Total	2415 – 241	2716 – 271	7248 – 725	12379 – 1237

For sampling, proportionate random sampling was used. The proportion of sampling was limited to 10% of the total population.

**Table 2: University-Wise Distribution of Respondents**

Name of the University	Number of Respondents
Panjab University	504 (40.7%)
Punjabi University	323 (26.1%)
Punjab Agricultural University	126 (10.2%)
Guru Nanak Dev University	284 (23.0%)
Total	1237 (100.0%)

**Figure 1: University-Wise Distribution of Respondents**

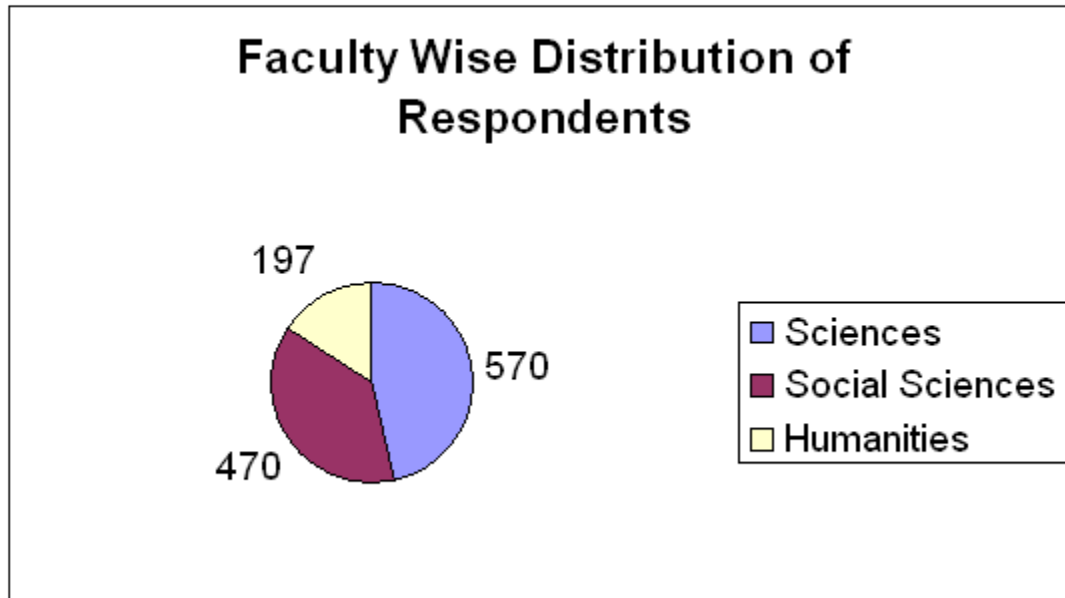


**Table 3: Faculty-Wise Distribution of the Respondents**

Sr. No.	Faculty	PU			Pbi. Univ.			P.A.U			G.N.D.U			Total
		T	R	S	T	R	S	T	R	S	T	R	S	
1.	Sciences	30	80	120	28	22	100	42	4	25	15	20	84	570
2.	Social Sciences	25	60	100	18	15	90	33	2	20	14	18	75	470
3	Humanities	14	35	40	12	8	30	-	-	-	10	7	41	197
	Total	69	175	260	58	45	220	75	6	45	39	45	200	1237



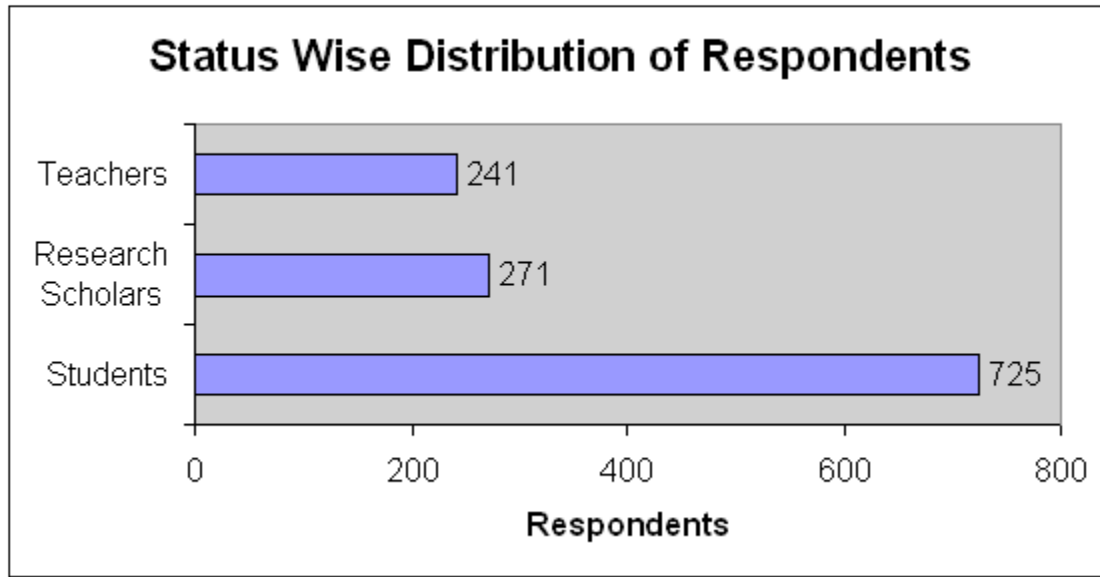
**Figure 2: Faculty-Wise Distribution of Respondents**



**Table 4: Distribution of Respondents**

Status	Number of Respondents
Teachers	241(19.5%)
Research Scholars	271(21.9%)
Students	725(58.6%)
Total	1237(100.0%)

**Figure 3: Distribution of Respondents**



**Table 5: Ranking of Degree of Keeping Up with Innovations**

		Frequency and Percentage			
Rank	Degrees	Teachers	Research Scholars	Students	Total
1.	To a moderate extent	118 (48.9%)	146 (53.9%)	347 (47.8%)	611 (49.4%)
2.	To some extent	66 (27.3%)	63 (23.2%)	171 (23.6%)	300 (24.2%)
3.	To a considerable extent	36 (14.9%)	37 (13.6%)	99 (13.6%)	172 (13.9%)
4.	To a great extent	21 (8.7%)	25 (9.2%)	108 (14.9%)	154 (12.4%)
	Total	241 (100.0%)	271 (100.0%)	725 (100.0%)	1237 (100.0%)

One of the main jobs of university libraries is to keep their users aware of their field of interest. For this purpose, four degrees of keeping up with innovations were identified and formulated. Table 5 shows that a majority of the respondents (49.4%) are able to keep up with the innovations to a moderate extent, 24.2% to some extent

and 13.9% to a considerable extent. Only 12.4% of the respondents are able to keep up with the innovations to a great extent.

**Table 6: Ranking of Reasons for not Keeping Up with Innovations**

		Frequency and Percentage			
Rank	Reasons	Teachers	Research Scholars	Students	Total
1.	No specific Information available in the field of interest	142 (77.2%)	169 (80.8%)	185 (35.7%)	496 (54.4%)
2.	Limited knowledge of library collection	48 (26.0%)	66 (31.5%)	333 (64.3%)	447 (49.0%)
3.	Undeveloped information products	72 (39.1%)	90 (43.0%)	187 (36.1%)	349 (38.3%)
4.	No current awareness services available	36 (19.5%)	62 (29.6%)	88 (16.9%)	186 (20.4%)
5.	No time to use the library	24 (13.0%)	45 (21.5%)	39 (7.5%)	108 (11.8%)

Five categories of reasons were identified and formulated to clarify users' dissatisfaction in keeping up with innovations as a part of question two of part one. The data collected from 911 respondents (184 teachers, 209 research scholars and 518 students) whose degrees of keeping up with innovations were limited or moderate has been analyzed in Table 6. The main reason as stated by 54.4% of the respondents is that they do not find specific information in the field of their interest. 49% of the respondents state that they have limited knowledge of library collections, 38.3% find the information products undeveloped, 20.4% do not get current awareness to keep up with the innovations and 11.8% do not get time to use the library.

**Table 7: Frequency of Visits of Users**

	<b>Frequency and Percentage</b>			
<b>Frequency</b>	<b>Teachers</b>	<b>Research Scholars</b>	<b>Students</b>	<b>Total</b>
Daily	23 (9.5%)	30 (11.0%)	237 (32.7%)	290 (23.4%)
Twice a week	29 (12.0%)	40 (14.7%)	105 (14.5%)	174 (14.0%)
Three times a week	72 (29.8%)	52 (19.2%)	175 (24.1%)	299 (24.2%)
Four times a week	58 (24.0%)	60 (22.1%)	67 (9.2%)	185 (14.9%)
Five times a week	40 (16.6%)	65 (24.0%)	51 (7.0%)	156 (12.6%)
Once a week	19 (7.8%)	24 (8.8%)	90 (12.4%)	133 (10.7%)
Never	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Total	241 (100.0%)	271 (100.0%)	725 (100.0%)	1237 (100.0%)

Table 7 depicts the views of the users who responded to the statements related to their frequency of visit to the university library. It is apparent from Table 7 that 23.4% users visit the library daily, 24% three times a week, 14.9% four times a week and 10.7% once a week.

**Table 8: Ranking of Purposes of Using the Library**

		<b>Frequency and Percentage</b>			
<b>Rank</b>	<b>Purpose of Using Library</b>	<b>Teachers</b>	<b>Research Scholars</b>	<b>Students</b>	<b>Total</b>
1.	To find specific information in a field of interest	138 (57.2%)	224 (82.6%)	435 (60.0%)	797 (64.4%)
2.	To gain current awareness	155 (64.3%)	165 (60.8%)	278 (38.3%)	598 (48.3%)

3.	To photocopy periodical articles	120 (49.8%)	170 (62.7%)	290 (40.0%)	580 (46.9%)
4.	To study	38 (15.7%)	124 (45.7%)	290 (40.0%)	452 (36.5%)
5.	To read the newspaper	20 (8.2%)	41 (15.1%)	150 (20.6%)	211 (17.0%)
6.	To use microforms	25 (10.3%)	16 (5.9%)	8 (1.1%)	49 (3.9%)

It is revealed from Table 8 that a majority of the respondents (64.4%) visit the library to find specific information in their field of interest. The other purposes in order of preferences are to gain current awareness (48.3%), to get photocopies of the material (46.9%), to study (36.5%), to read newspapers (17.0%) and to use micro-forms (3.9%).

**Table 9: Ranking of Users' Ways of Awareness**

		<b>Frequency and Percentage</b>			
<b>Rank</b>	<b>Users' Ways of Awareness</b>	<b>Teachers</b>	<b>Research Scholars</b>	<b>Students</b>	<b>Total</b>
1.	Published publications and research	144 (59.7%)	216 (79.7%)	257 (35.4%)	617 (49.8%)
2.	Seminars/conferences/workshops	170 (70.5%)	180 (66.4%)	242 (33.3%)	592 (47.8%)
3.	Current awareness bulletins	120 (49.7%)	104 (38.3%)	129 (17.7%)	353 (28.5%)
4.	Consultation of indexes and abstracts	92 (38.1%)	94 (34.6%)	138 (19.0%)	324 (26.2%)
5.	Consultation of catalogues	30 (12.4%)	56 (20.6%)	181 (24.9%)	267 (21.5%)
6.	Book reviews and publication announcements	82 (34.0%)	72 (26.5%)	87 (12.0%)	241 (19.4%)

7.	Selective dissemination of information	96 (39.8%)	119 (43.9%)	0 (0%)	215 (17.3%)
8.	Bibliographical lists	73 (30.2%)	59 (21.7%)	78 (10.7%)	210 (16.9%)
9.	Exhibitions	18 (7.4%)	22 (8.1%)	39 (5.3%)	79 (6.3%)
10.	Conversation with colleagues at work	25 (10.3%)	15 (5.5%)	34 (4.6%)	74 (5.9%)

Ten categories were identified to know the ways through which users keep themselves up to date with the information in their field of interest. It is revealed from Table 9 that 49.8% of the respondents keep themselves up-to-date through published publications and research, 47.8% by attending seminars/conferences/workshops and 28.5% by consulting indexes and abstracts. The other ways in order of preference have been given in Table 9.

**Table 10: Ranking of Needed Information Services**

		<b>Frequency and Percentage</b>			
<b>Rank</b>	<b>Name of Service</b>	<b>Teachers</b>	<b>Research Scholars</b>	<b>Students</b>	<b>Total</b>
1.	Literature search	121 (50.2%)	180 (66.4%)	289 (39.8%)	590 (47.7%)
2.	Current awareness services	184 (76.3%)	216 (79.7%)	181 (24.9%)	581 (46.9%)
3.	Notification about newly published research	151 (62.6%)	203 (74.9%)	224 (30.9%)	578 (46.7%)
4.	Notification about conferences/seminars/workshops	117 (48.5%)	148 (54.6%)	297 (40.9%)	562 (45.4%)
5.	Selective dissemination of information	88 (36.5%)	135 (49.8%)	246 (33.9%)	469 (37.9%)
6.	Photocopy of periodical articles	79 (32.7%)	115 (42.4%)	261 (36.0%)	455 (36.7%)

7.	Reference services	34 (14.1%)	77 (28.4%)	293 (40.4%)	404 (32.6%)
8.	Circulation of periodical contents	78 (32.3%)	105 (38.7%)	203 (28.0%)	386 (31.2%)
9.	Abstracting services	59 (24.4%)	95 (35.0%)	142 (19.5%)	296 (23.9%)
10.	Indexing services	79 (32.7%)	98 (36.1%)	114 (15.7%)	291 (23.5%)
11.	Newspaper clippings	40 (16.6%)	62 (22.8%)	182 (25.1%)	284 (22.9%)
12.	Translation services	49 (20.3%)	92 (33.9%)	71 (9.8%)	212 (17.1%)
13.	Interlibrary loan	35 (14.5%)	44 (16.2%)	72 (9.9%)	151 (12.2%)
14.	Patent information	61 (25.3%)	52 (19.2%)	29 (4.0%)	142 (11.4%)
15.	Standard information	39 (16.1%)	46 (16.9%)	52 (7.1%)	137 (11.1%)
16.	Repackaging and condensation services	35 (14.5%)	75 (27.6%)	26 (3.6%)	136 (11.0%)

To survey the users' needs/expectations regarding information services, sixteen types of information services were identified and formulated. The responses analyzed in Table 10 reveal that more than 45% of the respondents want literature search services, current awareness services, notification about newly published research, conferences and seminars. All the other services required by the users have been given in Table 10 in order of preference.

**Table 11: Willingness to Pay for Information Services**

	<b>Frequency and Percentage</b>			
<b>Willing</b>	<b>Teachers</b>	<b>Research Scholars</b>	<b>Students</b>	<b>Total</b>
Yes	154 (63.9%)	189 (69.7%)	413 (56.9%)	756 (61.1%)

No	87 (36.1%)	82 (30.3%)	312 (43.1%)	481 (38.9%)
Total	241 (100.0%)	271 (100.0%)	725 (100.0%)	1237 (100.0%)

It is revealed from Table 11 that a majority of the respondents (61.1%) are willing to pay for developed information services. Only 38.9% of the respondents are not in favour of paying any fee for these.

**Table 12: Ranking of Information Services Acceptable on Payment by the Users**

		Frequency and Percentage			
Rank	Name of Service	Teachers	Research Scholars	Students	Total
1.	Photocopying	74 (48.0%)	110 (58.2%)	250 (60.5%)	434 (57.4%)
2.	Literature search	80 (51.9%)	144 (76.2%)	191 (46.2%)	415 (54.9%)
3.	Current awareness services	85 (55.1%)	145 (76.7%)	166 (40.2%)	396 (52.4%)
4.	Circulation of periodical contents	61 (39.6%)	97 (51.3%)	186 (45.0%)	344 (45.5%)
5.	Selective dissemination of information	65 (42.2%)	115 (60.8%)	145 (35.1%)	325 (43.0%)
6.	Reference service	25 (16.2%)	65 (34.4%)	191 (46.2%)	281 (37.1%)
7.	Notification about conferences/seminars/workshops	80 (51.9%)	91 (48.1%)	48 (11.6%)	219 (29.0%)
8.	Abstracting services	60 (38.9%)	82 (43.3%)	64 (15.5%)	206 (27.2%)
9.	Notification about newly published research	40 (25.9%)	70 (37.0%)	72 (17.4%)	182 (24.0%)
10.	Translation services	30 (19.4%)	78 (41.2%)	69 (16.7%)	177 (23.4%)



11.	Indexing services	33 (21.4%)	67 (35.4%)	62 (15.0%)	162 (21.4%)
12.	Interlibrary loan	28 (18.1%)	31 (16.4%)	73 (17.6%)	132 (17.4%)
13.	Standards information	36 (23.3%)	52 (27.5%)	43 (10.4%)	131 (17.3%)
14.	Patent information	23 (14.9%)	54 (28.5%)	28 (6.7%)	105 (13.9%)
15.	Repackaging and condensation	27 (17.5%)	49 (25.9%)	18 (4.3%)	94 (12.4%)
16.	Newspaper clippings	18 (11.6%)	31 (16.4%)	42 (10.1%)	91 (12.0%)

Sixteen categories of information services were identified and formulated to determine which information services would be accepted by users on payment basis. Table 12 shows that out of 756 respondents (154 teachers, 189 research scholars and 413 students) who are ready to pay for information services, 57.4% are ready to pay for photocopying and 54.8% have shown willingness to pay for literature searches. Data regarding other services has been analyzed by rank in Table 12. From the table we can infer that a significant number of respondents are willing to pay for developed and comprehensive information services.

**Table 13: Ranking of the needed information products**

		Frequency and Percentage			
Rank	Name of Product	Teachers	Research Scholars	Students	Total
1.	Current awareness bulletins	106 (43.9%)	204 (75.2%)	291 (40.1%)	601 (48.6%)
2.	Results of literature search	74 (30.7%)	147 (54.2%)	284 (39.1%)	505 (40.8%)
3.	New additions list	83 (34.4%)	145 (53.5%)	271 (37.3%)	499 (40.3%)

4.	Bibliographical lists	97 (40.2%)	167 (61.6%)	195 (26.9%)	459 (37.1%)
5.	Information bulletins	117 (48.5%)	125 (46.1%)	210 (28.9%)	452 (36.5%)
6.	Selective dissemination of information bulletins	110 (45.6%)	158 (58.3%)	151 (20.8%)	419 (33.9%)
7.	News bulletins	98 (40.6%)	133 (49.0%)	166 (22.9%)	397 (32.1%)
8.	Directories	114 (47.3%)	159 (58.6%)	72 (9.9%)	345 (27.9%)
9.	Abstracts	49 (20.3%)	83 (30.6%)	82 (11.3%)	214 (17.3%)
10.	Indexes	63 (26.1%)	79 (29.1%)	68 (9.3%)	210 (16.9%)

Ten categories of information products were identified and formulated to discover the needs of users regarding information products. Data indicates that 48.6% of the users are in need of current awareness bulletins, 40.8% want the results of literature searches and 40.3% want to get new additions lists. Data regarding other needed products has been analyzed by rank in Table 13.

**Table 14: Acceptance of Paying for Information Products**

Opinion	Frequency and Percentage			
	Teachers	Research Scholars	Students	Total
Yes	137 (56.8%)	195 (71.9%)	374 (51.6%)	706 (57.1%)
No	104 (43.2%)	76 (28.1%)	351 (48.4%)	531 (42.9%)
Total	241 (100.0%)	271 (100%)	725 (100.0%)	1237 (100.0%)

It has been found from Table 14 that 57.1% of the respondents are willing to pay for needed information products.

**Table 15: Ranking of Information Products Acceptable on Payment by the Users**

		Frequency and Percentage			
Rank	Name of Information Product	Teachers	Research Scholars	Students	Total
1.	Results of literature search	55 (40.1%)	112 (57.4%)	188 (50.2%)	355 (50.3%)
2.	Bibliographic lists	70 (51.1%)	106 (54.3%)	169 (45.1%)	345 (48.9%)
3.	Current awareness bulletin	62 (45.2%)	113 (57.9%)	163 (43.5%)	338 (47.8%)
4.	New additions list	57 (41.6%)	93 (47.7%)	116 (31.0%)	266 (37.6%)
5.	Information bulletins	71 (51.8%)	86 (44.1%)	101 (27.0%)	258 (36.5%)
6.	Selective dissemination of information bulletins	59 (43.0%)	66 (33.8%)	53 (14.1%)	178 (25.2%)
7.	News bulletins	43 (31.4%)	48 (24.6%)	74 (19.8%)	165 (23.3%)
8.	Abstract lists	34 (24.8%)	57 (29.2%)	67 (17.9%)	158 (22.4%)
9.	Indexes	52 (37.9%)	45 (23.0%)	28 (7.5%)	125 (17.7%)
10.	Directories	28 (20.4%)	37 (18.9%)	22 (5.8%)	87 (12.3%)

In Table 15, the responses of 706 respondents (137 teachers, 195 research scholars and 374 students) who are willing to pay for needed information products have been analyzed. Data indicates that 50.3% are ready to pay for results of literature searches, 48.9% for bibliographic lists and 47.8% for current awareness bulletins. The other products for which respondents are willing to pay have been shown by rank in Table 15.

**Table 16: Distribution of Users' Agreement, Disagreement and Indecision for Marketing Statements**

	Statement	In Agreement			U	In Disagreement		
		SA	A	SA+A		D	SD	D+SD
1	The potential users are denied access to information products/services when fees are charged in the library	206 (16.6%)	369 (29.8%)	575 (46.4%)	173 (13.9%)	226 (18.3%)	263 (21.2%)	489 (39.5%)
2	Users should pay fees for information products/services	45 (3.6%)	500 (40.4%)	545 (44.0%)	175 (14.2%)	199 (16.1%)	318 (25.7%)	517 (41.8%)
3	Users should not pay fees for information products/services	105 (8.5%)	489 (39.5%)	594 (48.0%)	196 (15.8%)	369 (29.8%)	78 (6.3%)	447 (36.1%)
4	Fees are a major deterrent to library users	108 (8.7%)	439 (35.5%)	547 (44.2%)	149 (12.0%)	206 (16.6%)	335 (27.1%)	541 (43.7%)
5	Developed information products/services are very necessary so it is not a problem for the users to pay for the developed information products/services	197 (15.9%)	489 (39.5%)	686 (55.4%)	118 (9.5%)	211 (17.1%)	222 (17.9%)	433 (35.0%)

6	Computerized literature searches should be part of normal free library services	377 (30.4%)	691 (55.9%)	1068 (86.3%)	73 (5.9%)	73 (5.9%)	23 (1.9%)	96 (7.8%)
7	Cost of computerized literature search should be paid by both the library and users	201 (16.3%)	436 (35.2%)	637 (51.5%)	130 (10.5%)	248 (20.0%)	222 (18.0%)	470 (38.0%)
8	Cost of the computerized literature search should be paid by the users only	34 (2.7%)	24 (1.9%)	58 (4.6%)	98 (7.9%)	721 (58.3%)	360 (29.1%)	1081 (87.4%)

*Abbreviations: SA = Strongly Agree; A = Agree; U = Undecided; D =Disagree; SD = Strongly Disagree*

To clarify the users' attitude towards marketing statements, eight categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning agreement, indecision and disagreement with the statements. Table 16 exhibits that statements 2 and 5, concerning users' willingness to pay for the developed information services and products, are positive. The responses of the users who agree/strongly agree with these statements range from 44.0% to 55.4%. Responses to statements 1, 3, 4, and 6 are negative and the response of respondents for these ranges from 44.2% to 86.3%. For statements 7 and 8, 51.4% of the respondents think that the cost of computerized literature search should be paid by both the library and users and not by the users alone (87.4%).

### **Findings of the Survey**

- Only 26.3% of the respondents are able to keep up with the innovations to a considerable or great extent. A majority of the respondents fall into 'some extent' or 'moderate extent' categories. Major reasons as cited by the respondents for this are that they do not find specific information in the field of interest (54.4%), have limited knowledge of the library collection (49.0%), and find the information products undeveloped (38.3%)

- 24.0% of the respondents visit the library three times a week and 23.4% visit it daily.
- A majority of the respondents (64.4%) use the library to find specific information in their fields of interest, followed by 48.3% for current awareness and to keep up to date.
- More than 47% of the respondents keep themselves up to date through published publication and research and by attending seminars/conferences and workshops.
- A majority of the respondents need/expect to find the following information services in the library: literature searching (47.7), current awareness services (46.9%), notification of newly published research (46.7%), notification of conferences/seminars etc. (45.4%).
- A majority of the respondents need/expect to find the following products by the library: current awareness bulletins (48.6%), results of literature search (40.8%) and bibliographic lists (40.3%).
- A majority of the respondents (61.1%) are willing to pay for developed information services and out of the 61.1%, 57.4 are ready to pay for photocopying, 54.9% for literature search, and 52.4% for current awareness services.
- A majority of the respondents (57.1%) are willing to pay for developed information products and out of the 57.1%, 50.3% are ready to pay for results of literature search, 48.9% for bibliographic lists, and 47.8% for current awareness bulletins.
- About 50% of the respondents agree/strongly agree with the statements concerning charging users for the necessary/developed information products and services. About 40% of the users are in disagreement and about 10% of the respondents remain undecided.
- Most of the respondents (87.4%) disagree with the statement that cost of the computerized literature search should be paid by the users only. However, 51.5% agree/strongly agree that it should be shared by both the library and users.

Based on the findings, the following suggestions are put forward to improve library services and information products.

- The library should adopt an appropriate marketing approach for developing information services and products properly.
- The library should enable the users to keep up with the innovations by providing them various information services and developed information products.

- Current awareness bulletins, newsletters, new additions lists, forthcoming events and conferences, lists of translated material should be compiled regularly and used to inform users about new and up-to-date information needed by them.
- Selective dissemination of information should be established according to users' interest profiles.
- There should be a proper feedback mechanism to monitor the effectiveness of the services and products. Regular surveys of the users should be conducted to know the continuity/discontinuity of the existing services/products and initiation of new services/products.
- The price charged for developed library services and products should be reasonable. The motive of the library should be not to earn profit but to provide value-added and user-oriented services for a nominal fee. Coote and Batchelor (1997) rightly point out that true justification for charging for information services is to establish library services "as being of significant value to the customer".

## Conclusion

University libraries spend huge amounts every year in building up their collections and offering library services. But these are of no use if these are not used to satisfy information needs of the library users. Effective utilization of resources of services can be achieved through marketing approach. Strategic marketing approach can provide university libraries such tools as can assist them in the task of designing, developing and delivering appropriate services and products.

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## Appendix – 1

### Questionnaire for Users

#### Biography data

Name: \_\_\_\_\_  
 Academic Qualifications: \_\_\_\_\_  
 Status: \_\_\_\_\_  
 Department: \_\_\_\_\_  
 Subject/Area of Specialization \_\_\_\_\_



**PART – I**

Please tick (√) in the blank column

1. How well do you feel you are able to keep up with innovations in your field?
  - a) To some extent
  - b) To a moderate extent
  - c) To a considerable extent
  - d) To a great extent
  
2. If keeping up with innovations in your field is not satisfactory; please specify the reasons
  - a) No current awareness services available
  - b) No specific information available in field of interest
  - c) No time to use library
  - d) Limited knowledge of library collection
  - e) Undeveloped information products/services offered by library
  - f) Others (please specify)
  
3. How often do you use library?
  - a) Daily
  - b) Twice a week
  - c) Three times a week
  - d) Four times a week
  - e) Five times a week
  - f) Once a week
  - g) Never
  
4. Purpose/s for which you use the library:
  - a) To gain current awareness and to keep up-to-date
  - b) To find specific information in your field of interest
  - c) To read newspaper
  - d) To study
  - e) To photocopy the periodical articles
  - f) To use micro-forms
  - g) Other purpose/s (Please specify)\_\_\_\_\_
  
5. What are the ways which make you aware of up-to-date information in your field(s) of interest:
  - a) Conversation with colleagues at work
  - b) Seminars/Conferences/Workshops
  - c) Published Publications and research
  - d) Consultation of indexes and abstracts
  - e) Consultation of catalogues
  - f) Bibliographic lists
  - g) Book reviews and publication announcements
  - h) Exhibitions
  - i) Current awareness bulletins
  - j) Selective dissemination of information
  - k) Other/s (Please specify)\_\_\_\_\_

**PART - II**

1. Please tick (√) against the information services that you need/expect to find
- a) Current Awareness services
  - b) Selective dissemination of information
  - c) Notification of newly published research
  - d) Notification about conferences/seminars/workshops
  - e) Newspaper clippings
  - f) Patents information
  - g) Standards information
  - h) Abstracting services
  - i) Indexing services
  - j) Reference services
  - k) Translation services
  - l) Interlibrary loan
  - m) Literature search
  - n) Repackaging & condensation service
  - o) Photocopying of periodical articles
  - p) Circulation of periodical contents
  - q) Other service/s (please specify)\_\_\_\_\_

2. If the available information services are not developed and comprehensive, are you ready to pay fees for developed and comprehensive services

Yes

No

3. If answer is yes, please specify the service/s that you are ready to pay fees for

- a) Current Awareness services
- b) Selective dissemination of information
- c) Notification of newly published research
- d) Notification about conference/seminars/workshops
- e) Newspaper clippings
- f) Patents information
- g) Standards information
- h) Abstracting services
- i) Indexing services
- j) Reference services
- k) Translation services
- l) Interlibrary loan
- m) Literature search
- n) Repackaging & condensation service
- o) Photocopying of periodical articles
- p) Circulation of periodical contents
- q) Other services (please specify)\_\_\_\_\_

4. Please tick mark against the information products that you need / expect to find
- a) Directories
  - b) Information Bulletin
  - c) News Bulletin
  - d) Indexes
  - e) Abstracts Lists
  - f) Data Analysis Statistics
  - g) Bibliographic Lists
  - h) New Additions Lists
  - i) Current Awareness Bulletins
  - j) Selective Dissemination of Information Bulletins
  - k) Results of Literature Search
  - l) Other product/s (please specify)\_\_\_\_\_

5. If the available information products are not developed and comprehensive, are you ready to pay fees for developed and comprehensive products
- Yes  No

6. If answer is yes; please specify the product (s) that you are ready to pay fees for
- a) Directories
  - b) Information Bulletins
  - c) News Bulletins
  - d) Indexes
  - e) Abstracts Lists
  - f) Data Analysis Statistics
  - g) Bibliography Lists
  - h) New Additions Lists
  - i) Current Awareness Bulletins
  - j) Selective Dissemination of Information Bulletins
  - k) Results of Literature Search
  - l) Other product/s (please specify)\_\_\_\_\_

7. Please read each statement carefully and record for the view by circling the number relevant to your statement.

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

- a) Potential users are denied access to information products/services when fees are charged in the library

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

- b) Users should pay fees for information products/services

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

c) Users should not pay fees for information products/services

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

d) Fees are a major deterrent to library use

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

e) Developed information products/services are very necessary so it not a problem for the users to pay for the developed information products/services

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

f) Computerized literature search should be part of the free normal library services

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

g) Cost of the computerized literature search should be paid by both the library and users.

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

h) Cost of the computerized literature search should be paid by the users only

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
(1)	(2)	(3)	(4)	(5)

8. Any other suggestion to improve library services and products

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Signature

Thanks for your cooperation.

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