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10-16-2020

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Debdas Mondal, Debdas and Kar, Debal C. Dr, "Marketing of Library Product and Services in the Government undergraduate college libraries: A Comparative study" (2020). *Library Philosophy and Practice (e-journal)*. 4442.

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Marketing of Library Product and Services in the Government undergraduate college libraries: A Comparative study

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ABSTRACT

Purpose of the present study is to evaluate, awareness and use of marketing of Library services and products for better use of the library resources in the Government undergraduate college libraries in the sub-division of Durgapur, West Bengal, India. The study has used the two most common methods of survey, namely the descriptive survey method and the questionnaire tool through simple random sampling. The study shows that Computerization of the library system plays a vital role in the present scenario for better use of library services and information products as well as library resources. Both the users and the staff of the library were ignorant about the usage of the technology. This resulted in causing a barrier in availing of proper benefits of the available library services, information products and library resources. The study is an original research work mainly dealing with data collected through survey of the under graduate students of the among the students from Durgapur Government College, Michael Madhusudan College and Durgapur Woman's College, situated in sub-division of Durgapur, West Bengal, India and collected data has been evaluated. Results are highlighting for the major findings, suggestions and conclusion.

KEYWORD: Marketing of library product and services, Undergraduate College Libraries, West Bengal, Durgapur.

INTRODUCTION

In the present day, the information and communication technology has advanced which made the way to offer an effective or helpful library and information services. For understanding properly and using marketing tools in the library sector it is getting more advanced as the time passes. So, that the functioning of the library may be useful designed and offer many competing services. Nowadays, more emphasis is given on understanding the users and their needs and prepare the products according to which satisfies the consumers. Marketing models can be applied to the marketing of information services. Whatever expectations and needs the consumers have, the

marketing information prepares different models in the state university libraries. For catering the users needs many different types of models that are used by libraries for selling, buying and preparing their products.

A recent development in the field of the IT sector has come up with new ways of organizing and managing the library efficiently with no mess. With these advancements and knowledge, we can apply techniques for offering the best possible means to overcome the problems. We are currently facing. We can apply the marketing models towards the betterment of the library. Several state universities have applied and shown good results. We can opt-out the needs of the people and make some ideas with the use of information technology.

OBJECTIVE

- To probe the marketing of library product and services in different undergraduate college libraries of the sub-division of Durgapur.
- To inspect the various types of fees collected for information marketing and services used in libraries under survey.
- To scrutinize the comparative analysis of their services in the selected libraries.
- To investigate the marketing of information product and services for users' needs.
- To review the cost collected for the computerized literature search.

REVIEW OF LITERATURE

Gupta and Jain (2009) studied growth of literatures, prominent authors and productive journals on Indian marketing library and information services. Gupta (2003) described that the concept of marketing is widely applicable in library and information services. Author described that marketing is a way of work in line with a way of serving the customers and committed to customer satisfaction. Author explored that the discipline of marketing of library services as a new academic subject in library and information education focusing on the Indian experience. Islam and Islam (2009) discussed concept of marketing in the light of library and information services and marketing techniques in library and its methods, difficulties in developing countries with particular reference to Bangladesh.

Anafo (2014) described about the special libraries in Ghana are facing challenges of making their library services. The study demonstrated the importance of marketing strategies, increase funding and increase patronage in the institute and it advocated adoption of marketing strategies in special libraries.

Bhardwaj and Jain (2016) mentioned that majority of libraries do not have a marketing culture. They have also told that libraries need to formulate marketing plan and necessary financial budget and conduct outreach programmes to market their resources and services to optimal use

of library resources in developing countries. Adams and Cassner (2001) reported that strategic direction was needed for delivering and marketing services to distance learners and distance faculty and librarians need to communicate clearly with distance faculty and distance learners regarding content and scope of library resources. Study further revealed that distance learners were dependent on full-text databases only. Khan and Bhatti (2012) explored different applications of social media for marketing of library and information resources, products and services at Bahauddin Zakariya University of Multan and the Islamic University of Bahawalpur. Authors have found that Distance learners were positive in marketing through social media and recommended use of Facebook, Wikis, LinkedIn, Blogging, YouTube for online groups marketing of different library services. Ternenge (2019) mentioned that marketing of libraries through social media was a way of advertising the library and its brand products and services via web technologies and these social media were Facebook, MySpace, Twitter, YouTube, wikis, blogs, podcasts, etc.

Habiba (2015) discovered the use, purpose, importance and problems faced by the library and information professionals in Bangladesh in marketing through social media and showed that Facebook and LinkedIn were used by the most of the libraries for marketing of library and information services. Adegoke (2015) discussed the importance of marketing and promotion in academic libraries and marketing strategies developed by Usmanu Danfodiyo University Library, Sokoto-Nigeria Library in promoting and attracting more clientele. The author has further advised librarians to promote their libraries through advertisement, exhibitions and displays, publicity, public relations etc.

Kaane (2006) mentioned that marketing process will be realized only when staffs participate both as contributors and experts of marketing the reference and information services in the library. Author further explained professional knowledge and skills for marketing services play a greater role in the reference services activities. Author also proposed a framework for action for libraries to help raise awareness of the importance of marketing reference services to better integrate marketing in staff development activities and to improve the benefits of reference and information services. Khanch and Anand Hasan (2016) discussed a comprehensive overview on different marketing strategies adopted by Indian Institute of Technology, Delhi central library for reaching to its users and to increase the outreach of its resources and services.

Jestin and Parameswari (2002) viewed library as an information market and library user is a consumer of information. They felt Information is a vital resource for national development and they further mentioned that information services and products should be planned and designed such way that the same use optimal of information and keeping of eyes of the users. Patil and Pradhan (2014) mentioned that promotion and marketing of library and information sector is required to make aware the library resources and services in academic institutions like university and colleges. It has further described promotion of collection and information resources is necessary to market library products and suggested practical solutions, ways and means of marketing the library resources and services.

Kumar (2014) has studied the marketing of information products and services in Kurukshetra University library in the disciplines of social sciences and suggested that the library personnel should be made aware of the concepts and principles of modern marketing to improve services. Joseph (2004) examined the marketing methods used to market their services by university libraries in Kenya and the problems experienced in marketing. Author also felt that more emphasis must be given on promotion of the already existing services. Osinulu and others (2018) investigated marketing strategies employed by librarians in a state university libraries in Nigeria and revealed that the prevalent marketing strategies used user survey studies, books, interlibrary loan services and improved borrowing privileges by librarians.

Dasand Karn (2008) discussed regarding marketing concept of library and information centres covering management of libraries and commitment to customer's satisfaction. It also described customer (user's) priorities, customers' expectations, quality of services, professional skills and competencies and value added services. Authors also discussed the 5 Ps of marketing mix, i.e. product, pricing, place, promotion and person (staff). The marketing should aim at effective library and information services. Users' priorities, expectations and needs should be taken into account and the services should be value added as users' requirement. The dissemination of the right information to the right customer (user) at the right time is the ultimate objective of the marketing of library and information services.

METHODOLOGY

The data was collected using the questionnaire method. For this purpose, a well-designed questionnaire about collection and services in the library was used. A total of 210 questionnaires were distributed among the students and 185 filled in questionnaires were obtained from the respondents. For sampling, random sampling process was followed for the marketing of library services. 67 respondents selected randomly from Durgapur Government College, 65 respondents selected randomly from Michael Madhusudan College, Durgapur and 53 respondents selected randomly from Durgapur Woman's College.

Table 1 Distribution of questionnaires of college wise and response rate

College Name	Distributed questionnaires	Collected questionnaires	Percentage (%)
Durgapur Government College	70	67	95.71
Michael Madhusudan College	70	65	92.85
Durgapur Woman's College	70	53	75.71
Total	210	185	88.10

Table 1 shows the distribution of questionnaires and their response rate. Out of 210 questionnaires, 67(95.71%) questionnaires are received from Durgapur Government College, 65

(92.85%) questionnaires are received from Michael Madhusudan College and 53(75.71 %) questionnaires are received from Durgapur Woman's College.

SCOPE

This study explores the marketing of library and information services among undergraduate students of different Government colleges in sub-division of Durgapur area which covers students from science, arts and commerce students for the academic year 2019-2020.

LIMITATIONS

This study was limited from the area covered. This study was limited within the area of Durgapur, West Bengal, India. Limitation is also number of students found in the library during the visit of the college libraries.

DATA ANALYSIS

Table 2 Inter library loan services to its users

Inter Library Loan Services	Durgapur Government College		Michael Madhusudan College		Durgapur Woman's College	
	Yes F (%)	No F (%)	Yes F (%)	No F (%)	Yes F (%)	No F (%)
	6(8.95%)	61(91.05%)	4(6.15%)	61(93.85%)	3(5.67%)	50(94.33%)

F= Frequency, %= Percentage

Table 2 shows that Majority (92.97%) users responded that library do not had Inter Library Loan Service to its users and (7.02%) users responded that library has Inter Library Loan Service to its users.

Table 3 Library make own product

Library Own Product	Durgapur Government College		Michael Madhusudan College		Durgapur Woman's College	
	Yes F (%)	No F (%)	Yes F (%)	No F (%)	Yes F (%)	No F (%)
	3(4.47%)	64(95.53%)	2(3.07%)	63(96.93%)	1(1.88%)	52(98.12%)

F= Frequency, %= Percentage

Table 3 shows that Majority (96.75%) users three colleges under study responded that library do not make own products and only (3.24%) users responded that library make own products. All these libraries under study are purchase the databases or products from available market (publishers or service providers).

Table 4 Library product and its services

Library product and its services	Durgapur Government College F (%)	Michael Madhusudan College F (%)	Durgapur Woman's College F (%)	Total frequency of the library product
Monthly list of new additions F (%)	2(2.98%)	4(6.15%)	3(5.67%)	9
Subject wise bibliography F (%)	2(2.98%)	1(1.54%)	1(1.88%)	4
Monthly documentation list (periodical) F (%)	21(31.34%)	13(20%)	11(20.75%)	45
Abstracting and Indexing Journal F (%)	11(16.41%)	7(10.77%)	5(9.43%)	23

F= Frequency, %= Percentage

Table 4 shows that Majority of the users (45) of the under study responded that library provides Monthly documentation list (Periodical) products, next product responded by the (23) users are Abstracting and indexing journal whereas only (9) users responded that Monthly list of new additions, (4) responded Subject wise bibliography, are the products of the library.

Table 5 Services rendered by the library

Services Rendered by the Library	Durgapur Government College	Michael Madhusudan College	Durgapur Woman's College	Total F (%)
Reference service	17	14	11	42(22.70)
Bibliographic service	12	9	7	28(15.13)
Translation service	6	4	4	14(7.56)
Abstracting service	10	7	3	20(10.81)
Indexing service	17	13	8	38(20.54)
Inter library loan service	6	4	4	14(7.56)
CAS service	9	5	4	18(9.72)
Literature search service	13	8	6	27(14.59)
SDI service	8	6	6	20(10.81)
Reprography	11	8	8	27(14.59)

service				
Document delivery service	9	7	6	22(11.89)
Referral service	9	6	5	20(10.81)
Digital service	6	5	5	16(8.64)
Internet service	11	9	9	29(15.67)
Database search service	6	4	4	14(7.56)

F= Frequency, %= Percentage

Note: Total sample exceeds the required size since questions are multiple choices

Table 5 shows that the majority of the users (22.70%) indicated References service provided by the libraries for the users, next responded service is indexing service responded by (20.54%) users, (14.59 %) users is indicated literature search service. Internet related service is responded by (15.67 %) users, Issuing of bound journals and current journals/periodicals service is responded by (14%), Reprography Service is indicated by (14.59 %) users. Document Delivery Service is responded by (11.89 %) users, and Referral Service is responded by (10.81%) users. The services indicated by the (10.81%) users are Abstracting Service, (10.81%) S.D.I. Service rendered by the libraries for the users. Next responded service is Current Awareness Service indicated by (9.72%) users. The least responded service indicated by (7.56%) users. Translation Service, Inter Library Loan Service, Digital Library Service, and Database search service are not rendered by the library.

Table 6 Source of income to the library

Source of Income	Durgapur Government College	Michael Madhusudan College	Durgapur Woman's College
Xerox	25	19	13
Document Delivery	11	10	10
Fine	70	62	65
Membership fee	16	15	15
Daily usage	9	5	3

F= Frequency, %= Percentage

Table 6 shows that Majority indicate that fine is the main source of income to the libraries, next source of income is photocopying whereas next to it is through membership any other source is the source indicated by the libraries. Minimum responded source of income is through daily usage.

Table 7 Users are denied access to information products and services when fees are charged in the library

College Name	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Durgapur Government College	14	16	23	10	12
Michael Madhusudan	11	14	20	8	9

College					
Durgapur Woman's College	10	13	18	7	7
Total F (%)	35 (18.91)	43(23.24)	61(32.97)	25(13.51)	28(15.13)

F= Frequency, %= Percentage

Table 7 shows that Majority of the users (32.97%) of three colleges under study indicate undecided about that Potential users are denied access to information products/services when fees are charged in the library, whereas (23.24%) users agree and (18.91%) strongly agree, (15.13%) users strongly disagree that Potential users are denied access to information products/services when fees are charged in the library.

Table 8 User should pay fees for information products and services

College Name	Strongly Agree F	Agree F	Undecided F	Disagree F	Strongly Disagree F
Durgapur Government College	10	12	12	15	17
Michael Madhusudan College	8	9	10	18	16
Durgapur Woman's College	6	8	10	20	14
Total F (%)	24(12.97)	29(15.67)	32(17.29)	53(28.64)	47(25.40)

F= Frequency, %= Percentage

Table 8 shows that Majority of the users (28.64%) disagree, (25.40%) strongly disagree that users should pay fees for information products/ services, (17.29%) users undecided and (15.67%) agree that users should pay fees for information products/services, whereas only (12.97%) users responded strongly agree that users should pay fees for information products/services.

Table 9 User should not pay fees for information product and services

College Name	Strongly Agree F	Agree F	Undecided F	Disagree F	Strongly Disagree F
Durgapur Government College	24	17	13	5	4
Michael Madhusudan College	21	17	10	9	7

Durgapur Woman's College	19	13	8	10	8
Total F (%)	64(34.59)	47(25.40)	31(16.75)	24(12.97)	19(10.27)

F= Frequency, %= Percentage

Table 9 shows that Majority of the users (34.59%) strongly agree, (25.40%) agree, (16.75%) undecided Whereas (12.97%) disagree that users should not pay fees for information and (10.27%) users responded strongly disagree that users should not pay fees for information products/ services.

Table 10 Fees are a major deterrent to library use

College Name	Strongly Agree F	Agree F	Undecided F	Disagree F	Strongly Disagree F
Durgapur Government College	10	18	21	6	6
Michael Madhusudan College	13	15	17	9	8
Durgapur Woman's College	14	13	14	11	10
Total F (%)	37(20)	46(24.86)	52(28.10)	26(14.05)	24(12.97)

F= Frequency, %= Percentage

Table 10 shows that Majority of the users responded undecided that fees are a major deterrent to library use. It is analyzed that (24.86%) agree and (20%) strongly agree that fees are a major deterrent to library use, whereas (14.05%) Disagree and (12.97%) strongly disagree that fees are a major deterrent to library use.

Table 11 Computerized literature search should be part of the free normal library services

College Name	Strongly Agree F	Agree F	Undecided F	Disagree F	Strongly Disagree F
Durgapur Government College	21	24	7	8	2
Michael Madhusudan College	24	21	9	5	2
Durgapur Woman's	26	19	11	4	3

College					
Total F (%)	71(38.37)	64(34.59)	27(14.59)	17(9.18)	6(3.24)

F= Frequency, %= Percentage

Table 11 shows that Majority (38.37%) users strongly agree that Computerized literature search should be part of the free normal library services. (34.59%) users agree that Computerized literature search should be part of the free normal library services. Whereas (9.18%) disagree and (3.24%) strongly disagree that Computerized literature search should be part of the free normal library services. (14.59%) users responded undecided that Computerized literature search should be part of the free normal library services.

Table 12 Cost of the computerized literature search should be paid by both the library and users only

College Name	Strongly Agree F	Agree F	Undecided F	Disagree F	Strongly Disagree F
Durgapur Government College	16	14	10	19	10
Michael Madhusudan College	10	10	11	17	15
Durgapur Woman's College	9	10	11	12	17
Total F (%)	29(15.67)	34(18.37)	32(17.29)	48(25.94)	42(22.70)

F= Frequency, %= Percentage

Table 12 shows that Majority (25.94%) respondent disagree and (22.70%) strongly disagree that Cost of the computerized literature search should be paid by both the library and users. (17.29%) users of all the colleges under study responded undecided. Only (15.67%) users strongly agree and (18.37%) Agree that Cost of the computerized literature search should be paid by both the library and users.

Table 13 Cost of the computerized literature search should be paid by the users only

College Name	Strongly Agree F	Agree F	Undecided F	Disagree F	Strongly Disagree F
Durgapur Government College	16	20	18	8	5

Michael Madhusudan College	18	18	16	6	3
Durgapur Woman's College	20	15	16	5	2
Total F (%)	54(29.18)	53(28.64)	50(27.02)	19(9.72)	10(5.40)

F= Frequency, %= Percentage

Table 13 shows that Majority (29.18%) respondent strongly agree and agree that cost of computerized literature search should be paid by the users. (27.02%) undecided that Cost of the computerized literature search should be paid by the users. (9.72%) users of all the colleges under study responded disagree and (5.40%) strongly disagree that cost of the computerized literature search should be paid by the users.

CONCLUSION

Computerization of the library system plays a vital role in the present scenario. Both the users and the staff of the library were ignorant about the usage of the technology. This resulted in causing a barrier in availing of proper benefits. Regular updates new arrivals and other details regarding the access of books were a real concern for the appropriate usage of technology. The inadequate training opportunities, lack of knowledge, slow speed of internet and electricity failure are the problems for marketing of information services and product in these libraries. The major challenges to effective marketing of library products and services are unstable Internet connectivity, ignorant of usage of technology, ICT tools, social media tools, and teaching of innovative marketing concepts in library schools and inadequate funding.

As found by Bhardwaj and Jain (2016), this study also found that all libraries under study do not have any marketing strategy or culture. It is essential the libraries need to formulate marketing plan and strategy along with financial budget, so that library resources can be utilised optimally. Libraries outside metropolitan cities have been struggling to conduct outreach programmes to market their products, resources and services, as they do not have required technology, equipment, and facilities. Therefore, libraries ought to formulate a marketing plan with budgetary provision so that every resource in the library can get its reader and every reader can have his or her information or resources. Edeworand others (2016) expressed that absence of marketing plan, ignorance on the content, i.e., what to market, lack of related facilities and lack of sufficient funds are some of the major barriers in marketing library and information services.

The marketing through social media and use of Facebook, Wikis, LinkedIn, Blogging, YouTube for online groups marketing of different library product, resources and services would be good strategy and low cost tool, as now a days most of the students use all these social media platforms in India.

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