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# Assessing the Impact of Traditional and Digital Marketing Practices on Library Services and Resources in University Libraries

By

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## Abstract

**Purpose / Aim of the study:** Primarily, this research study aimed to identify how digital and traditional marketing methods create awareness among their users to better utilize library services and resources. To know about library staff's role towards marketing practices and techniques in digital and traditional ways in university libraries.

**Research Design:** This study is based on a quantitative research method and a cross-sectional survey research approach is used for data collection. Data was collected through a validated questionnaire with an online survey tool (Google Forms). Questionnaires were distributed through personal emails, WhatsApp messages, and the link was dropdown on LIS professional social media sites. One Hundred Ninety-seven responses were received in which three of the responses are unable to analyze and one hundred ninety-four responses were analyzed through SPSS software 23<sup>rd</sup> version. The Pearson correlation statistical test was applied using SPSS to know the variables' typical relationship values to analyze the collected data.

**Findings:** Findings of the study reveals that marketing through digital ways is more effective than traditional methods. Libraries create awareness among users about information resources and services by the latest digital and traditional marketing techniques. This study identifies the use or non-use and inadequacies of resources in the libraries under investigation.

**Research Implications:** Furthermore, the findings will be a useful tool in the hands of higher authorities, planners, and other stakeholders to improve and develop resources and services in university libraries.

**Key Words:** Digital Marketing, Traditional Marketing, Library services, Library resources, Library Marketing, Library Promotion.

## **Introduction**

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Lilien & Kotler, 1983). Marketing informs the users what you do and what you can do to fulfill their needs according to their wants (Sharma & Bhardwaj, 2009).

The library should routinely address the issue of significance on its part as an irreplaceable administration locally. There are more instruments available to the library now than at any time in recent memory before taking part in the walk toward promoting its contributions. The internet itself is an advertising instrument like no other in that it offers distributed showcasing, an incredible help for the library's endeavors. Library benefactors themselves can fill in as a mighty marketing power where great informal exchange can prompt an excellent outcome (Massis, 2014).

Even though marketing the library services is relatively new, libraries' amelioration has become essential. Marketing of the library and information services are crucial and must be strongly canvassed for and must be carefully executed. The quick emergent sectors of the market of the world like foods, banking, publicity and electronics, information and communication technology succeed customer to where are they at present not because they propose free services and goods, but for the reason that of their "litheness," "compromise" and "on loan-leave" attitude (Adeyoyin, 2005b).

Service must be categorized for merely having token prices, others that can fill in the cost, and others, resulting in earnings involving of information technology towards marketing approach because by doing so, users would get better services besides improving the reputation of the library's information service and that of professionals. Moreover, marketing will also be a part of the future program because, in the modern world of information technology, a committed marketing effort makes a library valuable (Madhusudhan, 2008).

## **Literature Review**

The term promotion has been variously defined, yet the definition that suits our context more appropriately, cited by (Kotler et al., 2000), comes from the American marketing association, which says that marketing is the procedure of awareness of individuals and organization motives that involve planning, carrying out the ideas, distribution of ideas, goods, services which result in such an exchange that would satisfy concerned individuals or organizational motives.

Marketing informs the users of what you do and what you can do to fulfill their needs according to their needs. The payback to libraries that promote their services includes better usage, better value in the organization, user learning, and positively changed perceptions. The promotional plan is derived from the marketing plan (Sharma & Bhardwaj, 2009).

## **Traditional Ways of Marketing in libraries**

The increase in services has not been coordinated by service management's considerate or marketing concept. Service-oriented organizations have a low rate to take up marketing activities and techniques that, in product promotion, have brought satisfaction to customers and beneficial to producers (Adeyoyin, 2005a).

Kotler, (2003) describes that "Marketing is typically seen as the duty to generate, promote, and distribute goods and services to clients and business." There are ten types of marketing units that marketing people do: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Marketing of library resources is just retaining inventive ways to style library products and services detectable to consumers. To remain alive in the competition, library and information experts are adopting a marketing approach. At present, user awareness exertions are being concentrated upon to achieve a useful marketing libraries' era. Still, not attending to the inevitability of quick, efficient financial decisions is a gray area and requires amendments to enable devising fruitful marketing designs (Rhoades Jr & Hartsell, 2008).

The upfront cost of setting up libraries has also increased while government sponsorship and subsidies decline, and managers have to find other ways of generating revenues. They also have to alter their way of providing services to the client and become aware of their requirements. Even though marketing ideas are not novel to achieve better commercialization, various library information science more purposeful exertions have to be made in the marketing of library and information science (ur Rehman, 2008).

### **Digital ways of marketing in libraries**

Modern-day the user has more options to access information. The Internet has overgrown that the whole phenomenon of information has been drastically changed. To ensure relevance, libraries ought to adopt target market requirements. Libraries ought to realize that they won their existence to their customers. This is enough proof that those libraries that are aware of market concepts will be closest to their customers (Das & Sahu, 2012).

In a modern age of novel technologies has the importance and practicality of information service has drastically enhanced. The utilization of information technology and information communication technology-based approach has become pivotal in today's libraries. To establish a tenacious affiliation with society, libraries have been compelled to accept web-based trends and information technologies and implement them practically. Every single library endorses to enhance its resources acquiring a location preserving the time of users as well as to advertise its products to generate demand and obtain readers satisfaction at the lowest possible cost, which will give "every reader his book" & "every book its reader" and this is done to market itself, (Saravanan, 2010).

Promotion is a multi-facial phenomenon that varies from displaying hoarding boards at stead points, organizing fairs, and internet and newspapers. The method can support libraries to some extent, but the best promoting tool is to get verbal priests. A library that intends to attain

customer satisfaction to the fewest must indirectly enhance the provided services' standards. University and public libraries can lend a helping hand in this situation (Das & Sahu, 2012).

### **Role of Librarians in Marketing of Library Services and Resources**

The librarian is a marketer while the user is the consumer of the product, the library provides information. Information plays a pivotal role in a nation's way forward on the path of prosperity. With more and more people realizing the importance of information, various information systems have been set up to supply numerous information services and products. The most desirable products and services must be designed, played, and utilized to keep this particular to acquire information. In mind, if a library attaches value to readers' satisfaction, its accession setup and dispersion ought to be based on the modern ideas of marketing libraries must make serious effort to improve old practices and develop a customer service culture which would undoubtedly make them more popular among the users (Jestin & Parameswari, 2005).

Well-trained library staff is inevitable for showing an impact on customer selection and improving its service quality and utility. All human beings who provide reference and information services and those who provide these information services are people (Kim & Park, 2006).

### **Theoretical Framework**

Since the 1960s and 1970s, much has changed since the initial marketing visualization and mapping research. Datasets for research purposes have become more complex, and methodologies for analyzing these complex datasets have become more advanced. However, there are certain research commonalities, which have remained over time. Marketing will always remain a combination of art and science. There is still a need for managerial insights to make business decisions from traditional to a digital marketing (Kosara & Mackinlay, 2013).

To compete with ever-growing internet and other information technology facilities and attract users, libraries should improve their services by upgrading their culture, which is only attainable through constant efforts. (Kotler & Fox, 1995) believes that universities, museums, charities, and libraries must promote their resources and services to achieve political, social and economic sponsorship.

The term Marketing involves all the aids to utilize to enhance sales. Promotion is the process of increasing sales through stimulating demand. The information center has to offer them, which is done through a proper mechanism (Jestin & Parameswari, 2005).

All kinds of libraries need to focus on adopting customer-centered and strategic promotional planning to ensure effective library management (Cooper, 2000). The long-standing concept that libraries are the natural places for fulfilling information needs has now been replaced by the pressure of providing quality services in time based on customer orientation (Leisner, 1995).

### **Conceptual Framework and Hypothesis Formulation**

According to Kotler, ( 1979), “Marketing does not simply mean promoting objects, but it has to reveal the improvement of services and add value.”

The libraries' services such as lending, online services, searching, and libraries' reader services are also termed as library products and these are successfully marketable. Library products can be categorized as bibliographic and summaries of information that offer a basic level of knowledge. Another category is that of books, journals, and databases. This category is there to represent tangible information. Libraries can vitalize information by providing dependable, quick, and timely and quality professional services. Dealing with the library under product mixes would help arrange library services as a product line and reference services, circulation of library materials interlibrary loan, and online services as product items (Kotler & Armstrong, 2013).

A university library has to identify its objectives and its particular user needs and provide such services and products that identified its aims. This implies that university libraries are now becoming more users oriented. Every operation aims to satisfy customer needs and create, awaken, and enhance the existing demand by the attractiveness of users in this digital era.

This study used a three tire approach to establish a research model (Figure-1). This includes traditional and digital ways of marketing in libraries and library staff's role towards marketing practices. This assesses the impact of marketing in libraries and finds the most effective and suitable marketing practices in libraries.

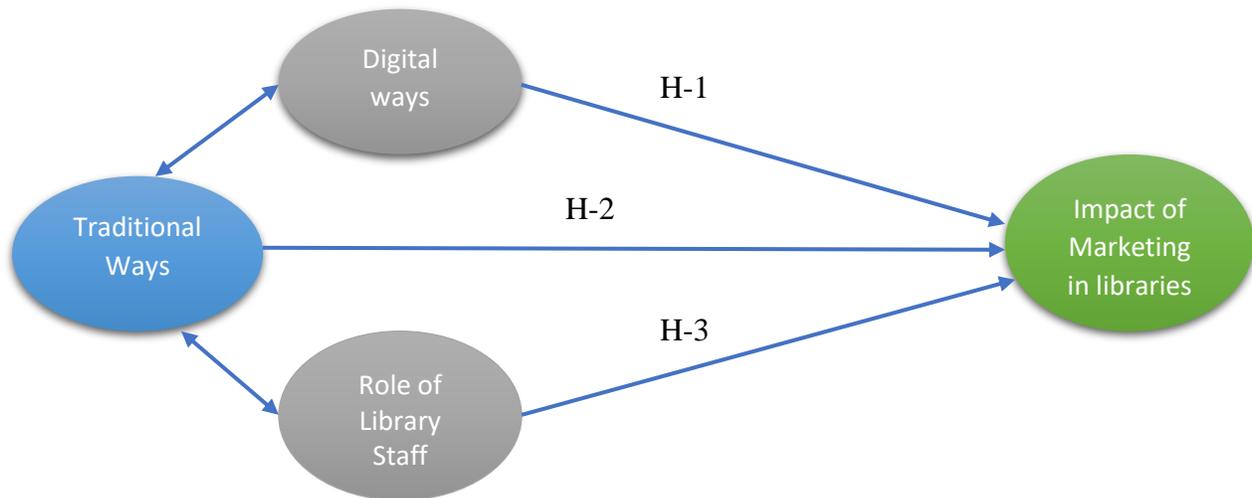


Figure: 1- Research model

### Hypothesis of the study

**H<sub>1</sub>** – Digital marketing practices have a significant positive impact on library services and resources.

**H<sub>2</sub>** – Traditional marketing practices have a significant positive impact on library services and resources.

**H<sub>3</sub>** – Skilled full library staff has a significant positive influence on marketing practices in libraries.

## Methodology

A quantitative research approach is used for this study. A self-structured data collection tool was established with the help of related literature. Three LIS professionals reviewed data collection with a doctorate in library and information science to validate the questionnaire.

The cross-sectional survey research method was used for data collection. Data was gathered through a validated questionnaire with an online survey tool (Google Forms) using a convenient sampling technique. Questionnaires were distributed through personal emails, WhatsApp messages, and questionnaire links were also dropdown on professional social media sites. One Hundred Ninety-seven responses were received in which three of the responses are unable to analyze and one hundred ninety-four responses were analyzed through SPSS software.

## Data analysis

Statistical Package for Social Science (SPSS) version-23 is used to get results for the data analysis process. The Pearson correlation statistical test was applied using SPSS to know the variables' typical relationship values to analyze the collected data. Several scholars applied this technique, including (Ahmad, JianMing, & Rafi, 2019), to analyze data for finding the value among the complex relationship.

## Data Analysis and Results

### Demographic information:

The demographic information was measured using descriptive statistics. The result of (Table-1) showed that 28.6 % of users were female and the rest of the respondents, 71.4% were male users.

Table-1

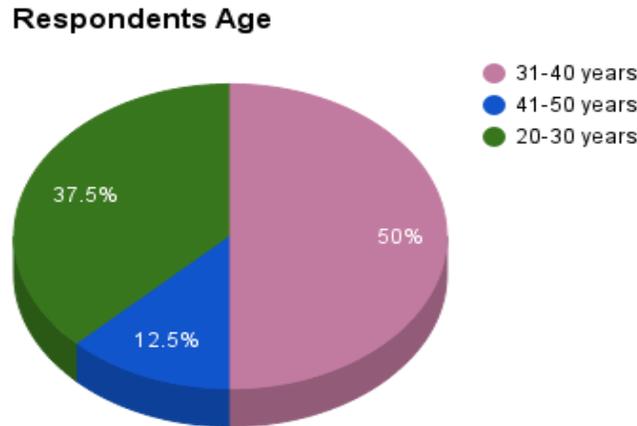
### *Demographic information*

Gender	Frequency	Percent
Male	139	71.6
Female	55	28.4
Total	194	100.0

## AgeWise Distribution

The below (figure-1) indicates that 50% of the respondents have 31 to 40 years of age, 37.5% of the respondents have 21 to 30 years of age and the remaining 12.5% have 41 to 50 years of age.

Figure -1  
*Age-wise distribution*



## Hypothesis Testing:

The hypothesis of the study was assessing the relationship among factors of 1- Digital Marketing Technique (DMT), 2- Traditional Marketing Techniques (TMT) and 3- Role of Library Staff (RLS). The results show in (table-2) states that all of the three hypotheses are accepted that digital marketing practices of having a significant positive impact on library services and resources with the (P.value-0.000) and Traditional marketing practices have a significant positive impact on library services and resources with the (P.value-0.003). The result also indicates that skilled full library staff positively influence marketing practices in libraries (P.value-0.000).

Table-2

### *Hypothesis Testing*

<b>S. No</b>	<b>Hypothesis</b>	<b>Significance</b>
H-1	Digital marketing practices have a significant positive impact on library services and resources.	P-Value 0.000

H-6	Traditional marketing practices have a significant positive impact on library services and resources.	P-Value 0.003
H-7	Skilled full library staff has a significant positive influence on marketing practices in libraries.	P-Value 0.000

Note: Significance level = (P <0.005)

### Assessing the impact of digital and traditional marketing practices by correlational analysis:

The result of (table-3) 2-tailed depicts that there is a strong positive correlation among 1-Digital Marketing Technique (DMT) and 2-Traditional Marketing Techniques (TMT) with the confidence interval of 0.000 levels. The second variable 2-Traditional Marketing Techniques (TMT), also has a strong positive relationship with 3- Role of Library Staff (RLS) with the confidence interval of 0.001 levels.

Table-5  
*Correlational analysis*

Values	1 Digital Marketing	2 Traditional Marketing
2-Traditional Marketing	<b>.620</b> 0.000**	
3- Role of Library Staff	<b>0.213</b> 0.001**	<b>0.298</b> 0.000**

**Note: Bold (\*\*)** asterisks represents significant (P<0.05)

### Discussion

The study's findings comprise that digital marketing practices positively impact library resource usage, enhancing library services. Traditional marketing practices also have a significant positive impact on library services and resources. But the traditional marketing techniques have less impact on library services and resources compared to digital marketing techniques. The results also reveal that library staff's role also has a strong positive significant influence on libraries' marketing practices.

Ullah, M, (2019) stated that the faculty and librarian association needs to develop the

modern way of technology literacy and digital skills to improve the student research communities. Most of the respondents agreed that the library orientation program is the best tool for traditional marketing techniques. The library Facebook page is also the best digital tool for marketing, which provides an opportunity to assess information resources and services' quality and usage. Digital marketing activities develop the visibility and use of information services and resources in any library. Digital marketing practices can anticipate any significant change or development of library and information services and resources. The researcher found that library staff plays a leading role in marketing activities. Library fairs, seminars and exhibitions are also used as a marketing tool in studied libraries.

### **Conclusion**

Libraries create awareness among users about information resources and services by the latest digital and traditional marketing techniques. The libraries maintain highly motivated staff to effectively use the information resources and meet the users' demands. Digital marketing techniques and tools like Facebook and WhatsApp library and professional information groups are the most used digital marketing tools for marketing library services. The respondents of this article also suggested wikis, Blogs and Twitter as essential marketing tools in libraries. Library orientation program seminars and exhibitions are also used in libraries as a useful traditional marketing tool in studied libraries.

### **Recommendations**

- The library should effort to boost user awareness through marketing from time to time to keep the users' information requirements and enclose their digital information accordingly.
- Libraries should employ social networking channels, network message alert and online page adjust for digital marketing practices in their libraries
- The library professionals should prepare useful information literacy courses to educate the staff and users in the current digital scenario and implement them in their libraries in a friendly environment.
- Pakistan Library Association and other library professional associations and educational institutes may arrange seminars, conferences, and training workshops to highlight the essential and debatable aspects of libraries' marketing activities. (Ullah & Ameen, 2019)

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