



Marketing of Information Services in Public Libraries: A Survey of Theni District Library Users

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ABSTRACT

This article studies about marketing of information services among theni district public library users. From this research, it is found that the financial conditions of the library will lead to provision of better services and facilities for user community. They have very good opinion about the concept of marketing of information services, internet browsing, down loading and other reprographic services.

KEYWORDS: Marketing, Information Services, User Survey.

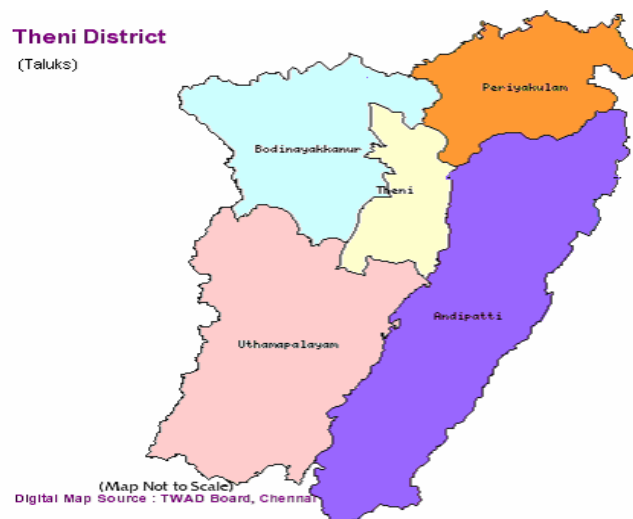
INTRODUCTION

Information services are the part of public library supports a wide range of users. Librarians are involved in the process of marketing and they have to be very active in the marketing of information services. Marketing of information services in any library is most significant in a competitive environment and the librarians and information professionals are responsible for enhancing the use of their resources and services. In 1930s, five laws of library science were formulated by Dr. S.R.Ranganathan, father of library science based on the marketing approach on library services. Libraries are playing important role to market their information services for the benefit for their users to use new technologies, to anticipate the trends. Competencies are integral part of promoting marketing of library services to be realized by the libraries and information professionals. Librarians and information professionals to be familiar with availability of electronic information resources that promotes library services. They should be played a vital role to have awareness on using internet, web-based electronic resources and online retrieval techniques. Nowadays digitization of resources plays modern role to satisfy the user community.

In view of marketing competencies of information services in libraries, professional competencies and personal competencies are to be considered. Because the application of IT based marketing approach in libraries, information services would be quite radical.

Theni District

The following map will depict the area of study included in this research work.



Objectives of the study

- To insist the importance and value of marketing of information services in library.
- To the feasibility of marketing concepts in the study area.
- To evaluate the knowledge of awareness on marketing among the library users.
- To make familiarity with new technologies among the users.
- To improve the quality of library users.
- To evaluate the level and technical standards of the library users.
- To find out the common problem faced by the Library Users to access the information sources.

METHODOLOGY

The descriptive type of research has been adopted on the study. Primary and secondary data were collected for convenience sampling method is used to select the sample respondents. Questionnaire method is used to collect the data from the respondents. Primary data were collected from the questionnaire and the secondary data were collected from the published and unpublished sources. The researcher directly approached the target respondents only from Theni District, Tamilnadu.

Data collected from the sample respondents were analyzed by the simple percentile analysis. Observed data and the expected data were compared by using Chi-Square test. The SPSS (Statistical Package for Social Sciences) software was used for analyzing the data to bring the Chi-Square value.

1. Marketing of Information services

Marketing of information services is immense and wide with diversity of attributes. In recent years, with advent of new technologies demand for information is widely increasing. The application of information technology and ICT based approach is quite radical and dynamic in marketing of information services. Email, Internet and Web-based information products are playing vital role in libraries nowadays and the library users should have awareness about these services.

Libraries are forced to market their information services to create a strong association with society and to anticipate trends and to use web based information technologies. The marketing effort of every individual library includes acquire resources for use, availability of resources in a suitable location, saving the time of the readers, publicize of its products to create demand and satisfy the needs of users at minimum cost, thereby providing “every reader his book” and “every book its reader” in the ultimate approach.

2. Data Analysis

Data were collected from respondents are analyzed for finding the observation by using simple percentile analysis and chi-square test. The software that Statistical package for social sciences has been used for analyzing the data.

Table 1.Opinions of library users about marketing of information services:

S. No	Gender	No. of Users	Percentage
1.	Male	40	66.7
2.	Female	20	33.3
Total		60	100.0

From Table 1, it is observed that 66.7% of the library users belong to the male category and the remaining 33.3% of users are belonging to the female category.

Figure -1.Opinions of library users about marketing of information services:

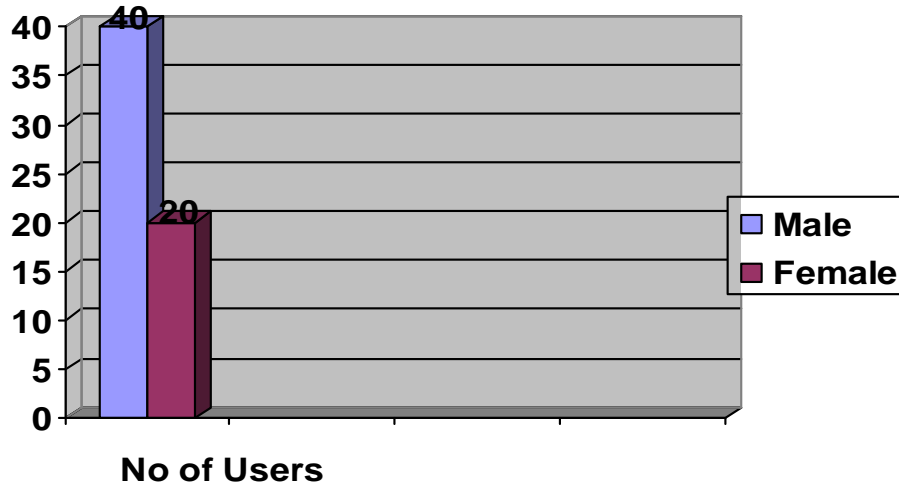


Table 2. Educational Qualification of Library Users

S.No	Qualification	No. of Users	Percentage
1.	H.Sc	12	20.0
2.	U.G	16	26.7
3.	P.G	24	40.0
4.	M.Phil	4	6.7
5.	Others	4	6.7
Total		60	100.0

From the Table 2, it is inferred that 40% of the users are qualified with post-graduate degree and 26.7% of users are qualified with under-graduate degree.

Figure 2. Educational Qualification of Library Users

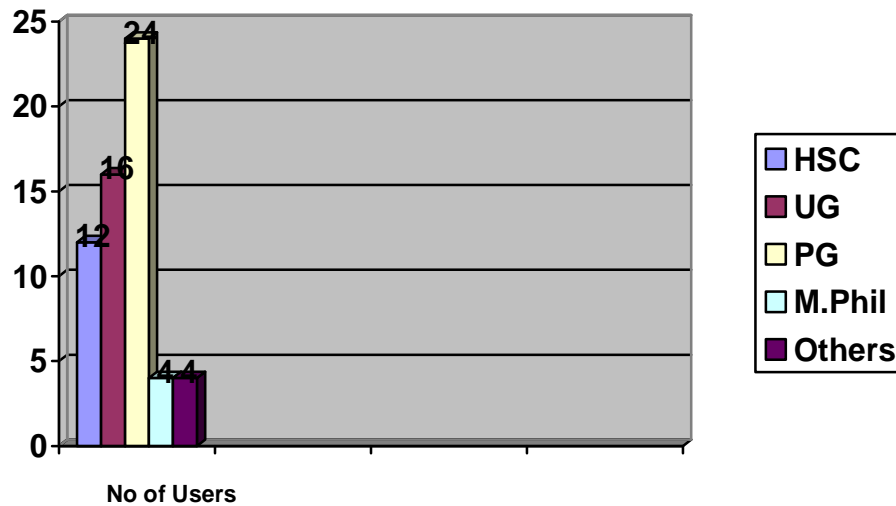


Table 3. Classification of Users Based on Library Usage

S.No	Years	No. of Users	Percentage
1.	Up to 5 Years	38	63.2
2.	6-10 Years	14	23.3
3.	11-15 Years	2	3.3
4.	16 & above	6	10.0
Total		60	100.0

From Table 3, it is defined that Majorities (63.2%) of users are visiting the library for minimum 5 years and 23.3% of users are visiting the library for up to 10 years.

Figure 3. Classification of Users Based on Library Usage

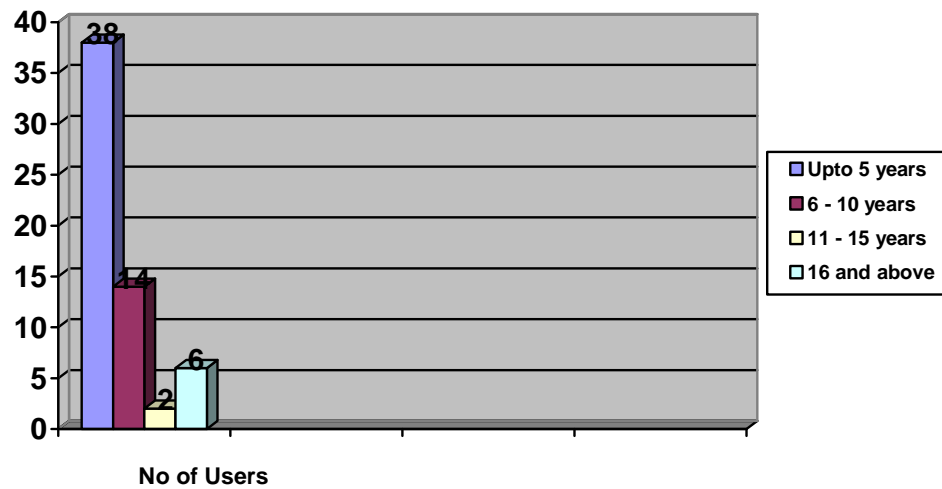


Table 4. Category of Users

S. No	Status	No. of Users	Percentage
1.	Student	16	26.7
2.	Educational / Unemployed	6	10.0
3.	Employed	34	56.7
4.	Retired	4	6.7
Total		60	100.0

From Table No.4.4, it is described that among the users, 26.7% of the users belong to student community, 10% of the users are unemployed and 56.7% of the users are employed.

Figure 4. Category of Users

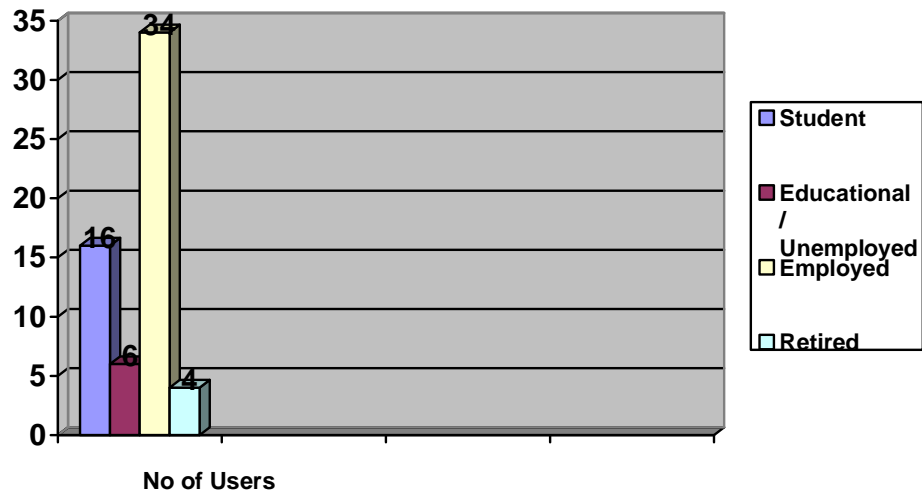


Table 5. Opinion of Users about Information Services in Libraries

S.No	Opinion	No. of Users	Percentage
1.	Yes	58	96.7
2.	No	2	3.3
Total		60	100.0

From Table 5, it is inferred that the minimum number of users is not familiar with these information services in libraries mounts to 3.3%. But the 96.7% of the users are more aware of these library services and the marketing techniques.

Figure 5. Opinion of Users about Information Services in Libraries

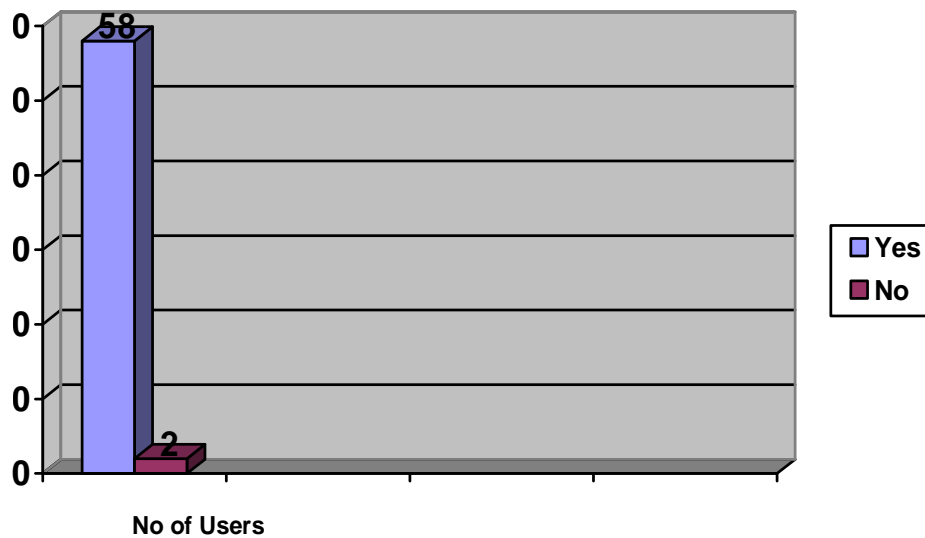
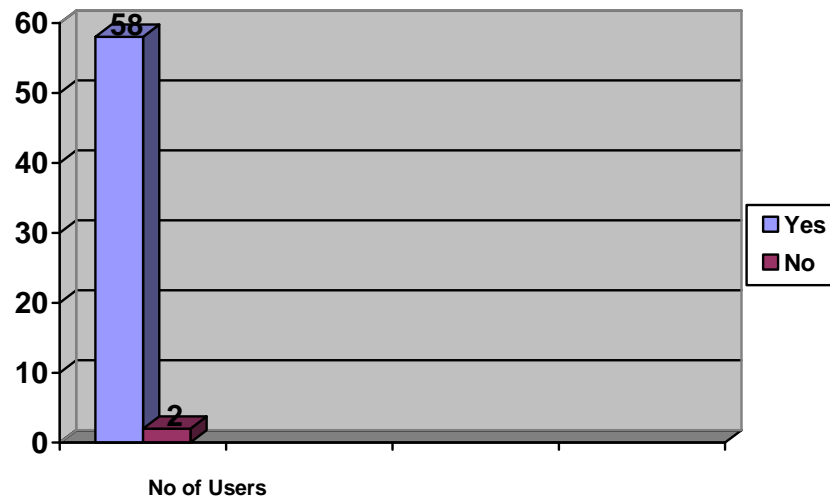


Table No. 6. Opinion of Users about Automation of Library

S.No	Response	No. of Users	Percentage
1	Yes	58	96.7
2	No	2	3.3
Total		60	100.0

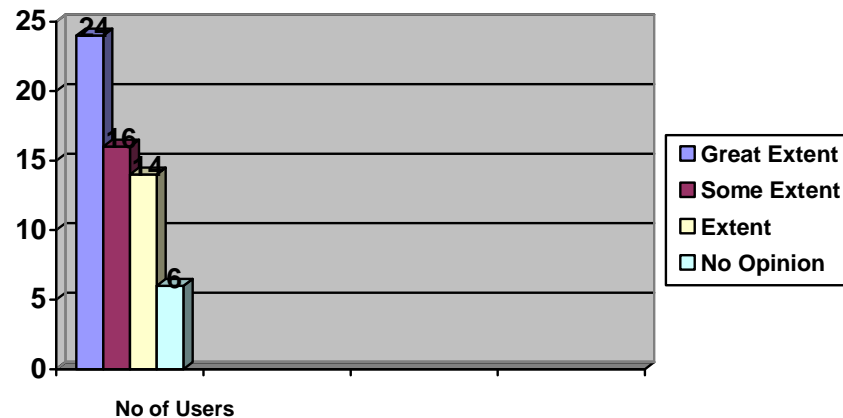
From Table 6, it is observed that 96.7% of the library users feel that the automation of library is an essential one and they have opined that the availability of newspaper is sufficient.

Figure 6. Opinion of Users about Automation of Library**Table 7. Opinion of Users about the Marketing of Information Services**

S.No	Opinion	No. of Users	Percentage
1	Great Extent	24	40.0
2	Some Extent	16	26.7
3	Extent	14	23.3
4	No opinion	6	10.0
Total		60	100.0

From Table 7, it is resulted that the numbers of users have opined that the marketing of information services paves way for awareness to a great extent mounts to 40%. 26.7% of the users are also feel the same.

Figure 7. Opinion of Users about the Marketing of Information Services



FINDINGS OF THE STUDY

- ** 96.7% of the library users have opined that financial conditions of a library will lead to provision of better services and facilities for user community and they are receiving information about library and information services provided by the library.
- ** The impact of variable qualification over the marketing of information services in the libraries is surveyed.
- ** 93.3% of the library users feel that the issue of periodicals at least for a period short duration, addition of new collections in all disciplines and they have a good opinion about the library week.
- ** 73.3% of the users have no any opinion about payable system of services in the library such as Downloading, Internet services, CD-Writing and Bibliographic works.
- ** Majority of the users have a good opinion about the awareness on marketing of information services mounts to 40%. Only 10% of the users have no any opinion about the same.
- ** Opinion about Internet Browsing is influenced by the qualification possessed by the users of the library.

SUGGESTIONS

- ** Library users should be aware of library and information services offered in the libraries.
- ** Library users should be given training to access and maintain the library materials.
- ** Users should follow the rules and regulation of the library.
- ** Library users should know the various types of resources available in the library.
- ** Library users should be informed about the availability of web resources are their techniques of retrievals.

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APPENDIX - I

QUESTIONNAIRE (For Library Users)

1. Name :
2. Age Group :
- 18 – 25 26 – 35
- 36 – 45 46 & above
3. Gender : Male / Female
4. Qualifications :
5. No. of years visiting the library :
6. Status of the user
- 1. Student :
 - 2. Educated/Unemployed :
 - 3. Employed :
 - 4. Retired :
7. Are you aware of all the library services? Yes/No
8. Do you feel that celebration of Library week is a must? Yes/No

9. Do you need service under Inter-Library Loan? Yes/No
10. Adding new collections in all major disciplines is a must? Yes/No
11. Collections with regard to Non-book materials are good? Yes/No
12. Issue of periodicals on short duration is more helpful Yes/No
13. Subscription of Journals is adequate? Yes/No
14. Newspapers availability is sufficient? Yes/No
15. Automation of Library is very essential? Yes/No
16. Do you receive information about services through Library staff? Yes/No
17. Do you find any display board for easy identification? Yes/No

18. Marketing of information creates awareness – Do you agree?

1. Great Extent
2. Some Extent
3. Extent
4. No opinion

19. Do you prefer to pay charges for the following?

1. Strongly Agree 2. Agree 3. No opinion
4. Disagree 5. Strongly Disagree **(Please put appropriate numbers)**

1. Xerox
2. Printout
3. Internet browsing
4. Compilation of Bibliography
5. Translation
6. Article downloading
7. CD-Writing
8. Any other Services

20. Do you agree that marketing in public libraries will enhance the financial condition?

- 1. Strongly Agree
- 2. Agree
- 3. No Opinion
- 4. Disagree
- 5. Strongly Disagree

21. Do you agree that financial condition of any library will lead to add number of services and facilities?

- 1. Strongly Agree
- 2. Agree
- 3. No Opinion
- 4. Disagree
- 5. Strongly Disagree

22. Are you satisfied with the user related activities? Yes/No

23. Any other opinion :

Signature