

Marketing of Library and Information Services in the College Libraries of Hasanpur: A Study

Salma Khan¹, J. Dominic² and Ahuti Sharma³

¹Librarian, IFTM University, Lodhipur Rajput, Moradabad, Utter Pradesh, India

²Chief Librarian, Karunya University, Coimbatore, Tamil Nadu, India

³Mlib Student, IGNO University, New Delhi, India

E-mail: jdom16@gmail.com

Abstract - This paper describes about the marketing of library and information services in the college libraries of Hasanpur: A study. The study analysis the library products and its services, Inter library loan services to its users, marketing of information services, income sources to the library, services provided for users, users are denied access to information products/services when fees are charges and computerized literature search should be part of the free normal library services. The result of the study shows that the More that 50% of the users agree that they are satisfied with the Marketing of Library and Information Services.

Keywords: Marketing of Library and Information Services

I.INTRODUCTION

Advancement in the information and communication technology paved the way for offering very efficient and effective library and information services. Time is ripe now for the proper understanding and application of marketing tools in the library sector so that library function may be effectively designed and competitive services may offered. Marketing strategies offer ways and means for understanding the users and their needs in a meaningful manner and design the information products and services to satisfy the consumers. It is more appropriate to identify, understand and apply marketing models towards marketing of information services. The Marketing Information has applied to and adopted by the several State University Libraries with different models which help them in living up to the expectations and needs of the users. Libraries of the university are using different models for selling, buying and preparing their products and for catering the users need.

II.REVIEW OF LITERATURE

Habiba, (2015) focus on study to discover the use, purpose, importance and problems faced by the library and information professionals in Bangladesh in marketing through social media. For this study public universities (17), private universities (24) and special (5) libraries in Bangladesh were selected as a research sample. The findings of this paper showed that most of the libraries use Facebook and LinkedIn for marketing of library and information services

Anafo (2014) describes about the special libraries in Ghana are facing challenges of making their services felt within their parent's organisation. Marketing strategies is therefore, one of the ways to make these libraries's services known to their parents organisations. The study demonstrated the importance of marketing strategies to increase funding, increase patronage in the institute; hence it advocates the adoption of marketing strategies in special libraries.

Hossain (2014) address the current status of university library websites in Bangladesh. University Library websites were examined using a checklist of criteria developed from earlier studies and present websites. A total of 57 university library websites were examined and most of the websites were visited at least two times during the assessment, which started by checking the availability of direct and non-direct links from the home page of the parent institution followed by website assessment against the checklist. The study identified that the websites are not fully utilized for marketing library resources and services. Garoufallou et al., (2013) aims to describe marketing methods, techniques and activities used in Greek academic libraries and their staff perceptions regarding the importance of marketing applications. There are 151 central and departmental academic libraries in Greece, yet there is limited published research concerning their marketing activities. Whilst marketing techniques and methods are used in academic libraries worldwide, the spread of marketing in Greek academic libraries proved to be limited. Basic operational problems were identified as the main barrier to greater uptake.

Yi, Lodge and Mccausland (2013) examines how Australian academic librarians marketed their services and resources, which marketing approaches were most effective, and the factors influencing the perceptions of the approaches used. An online survey was sent to 37 academic librarians in Australia. Academic librarians were involved in a variety of marketing activities and had varied perceptions of the effective approaches used to market services and resources. Khan and Bhatti (2012) aims to explore different applications of social media for marketing of library and information resources

and services. Findings showed that respondent's attitude was positive; majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Respondents recommended the use of Face book, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services.

III. JHAMMANLAL DEGREE COLLEGE, HASANPUR

Jhamman Lal Degree College inbuilt infrastructure and excellent facilities to pursue academic studies and Research. New equipments must be purchased and new facilities provided. The hallmark is a superior undergraduate/postgraduate experience, excellent teaching, and student success. Its own governing body for management, administration and academics, which aims on the all round development of the student, that is why, the Jhammanlal Degree College Hasanpur supplements its teaching with personality development and improvement of communication skill. The Purpose of the Jhammanlal Degree College Hasanpur is to stimulate and coordinate the institutional resources of the College and to challenge faculties and students. It is situated in JP Nagar of Uttar Pradesh state in India. The collection is housed subject-wise under three major streams, viz. Social, Sciences and Humanities. Press Clippings Collection is housed in a separate floor. All staff members of MJPRU and students are its member. Faculty members are entitled for getting 12 book at a time, Undergraduate students 4 books, Post graduate students 6 books and special members and Non teaching staff 2 books. The library provides membership to eminent scholars as special members and visiting scholars as Consulting members for specific period. UGC scholarship holders attached to MJPRU are also its member.

IV. SARDARI BEGUM MEMORIAL DEGREE COLLEGE, HASANPUR

Sardar Begum Memorial Degree College is an Unit of "Hope" the people's Education Welfare Society Hasanpur Amroha. Sardar Begum Memorial Degree College (SBMDC) is founded by Mr. Haji Muhammad Naqi Khan has gone a long way ever since its inception and has developed further on to become as the most coveted degree college nowadays. Located at Hasanpur, free from pollution and near to the beauty of nature Sardar Begum Memorial Degree College (SBMDC), provides the students with an optimum opportunity to go well to make education easy for each & every in all around the globe where need the most for the betterment of life of the people as well as community.

V. OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To study the marketing of library services in different College libraries of Hasanpur.
2. To examine the various types of fees collected for Information marketing used in libraries under survey.
3. To make the comparative analysis of their services in the selected libraries.
4. To assess the marketing of information services for users needs.
5. To find out the cost collected for the computerized literature search

VI. RESEARCH METHODOLOGY

Detailed questionnaire having information about infrastructure collection and services in the library was prepared and distributed to 150 users and collected. In addition to these personal visit/interview also is helpful to study regarding the library. Jhaman Lal P.G. College (JLPGC) and Sardari Begum Memorial Degree College (SBMDC), were personally visited by the investigator to collect data from the respondents. The questionnaires for the topic "Marketing of Library and Information Services in the College Libraries of Hasanpur: A Study". A total sample of 150 undergraduate, postgraduate students and Teachers & staff was taken up for the present study. For sampling, random sampling process was followed for the marketing of library Services. The sample was random in the sense that teachers and the undergraduate and postgraduate students were randomly selected. 75 respondents were selected randomly from Jhaman Lal P.G. College (JLPGC) and 75 respondents were selected randomly Sardari Begum Memorial Degree College (SBMDC).

VII. ANALYSIS AND INTERPRETATION OF DATA

The use of marketing technology in a library would certainly promote the use of its resources and services, and create a demand for new services. The present study looks at information marketing activities in College libraries of Hasanpur. This study particularly aims at:

- i. Identifying the extent and level of marketing activities;
- ii. Knowing about the products and services developed to meet the user's needs; and
- iii. Examination the library resources in relation to marketing; and understanding the attitude of library towards marketing.

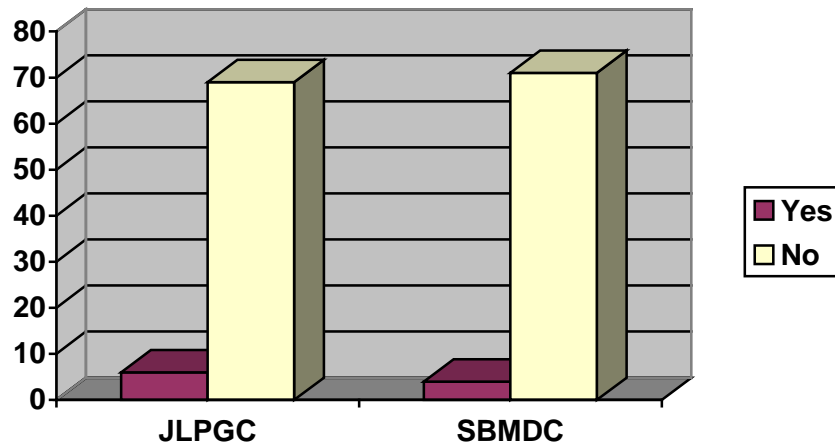


Fig. 1. Inter Library Loan Service to its Users

Majority (93.33%) users responded that library do not had Inter Library Loan Service to its users and (6.66%) users

responded that library has Inter Library Loan Service to its users.

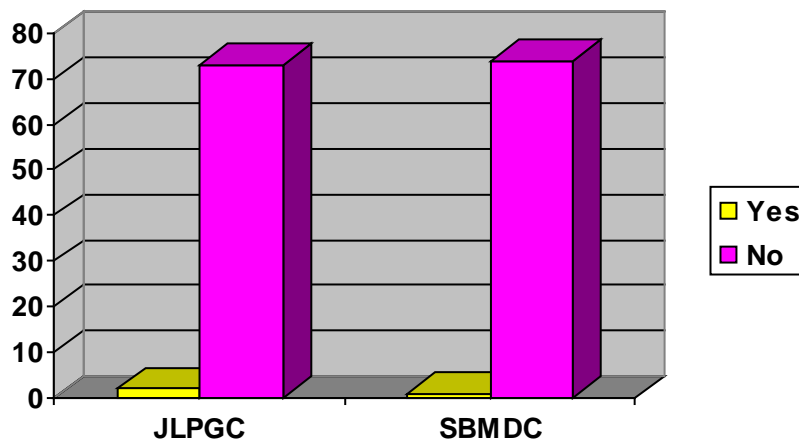


Fig 2. Library Make Own Products

Majority (98%) users of all the both the colleges under study responded that library do not make own products and (2%) users responded that library make own products.

Majority of the users (31) of the under study responded that library provides Monthly documentation list (Periodical) products. Next product responded by the (16) users are Abstracting and indexing journal. Only (5) users responded that Monthly list of new additions, (3) responded Subject wise bibliography, are the products of the library.

On the bases of above data it was analysed that majority of the libraries rendered Newspaper clippings, and next service is Current awareness service next to it is Notification of newly published research and notification about conference/ seminars/ workshops rendered by all the libraries. Next to these services are Indexing services, Reference services and Photocopying of periodical articles. The services which are next to it is Patents information and Literature search. The service which is next is Selective Dissemination of Information. The service of Abstracting and Inter Library Loan is next to it. Least responded service is Circulation of periodical contents.

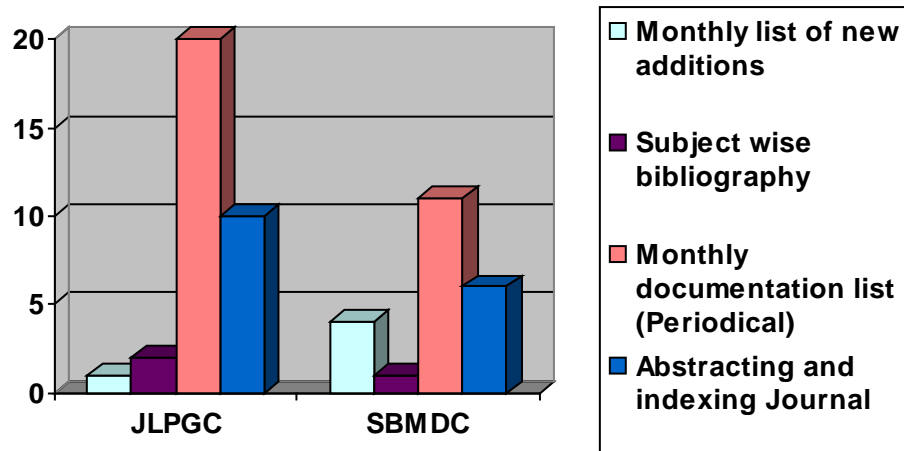


Fig. 3. Library Products and its services

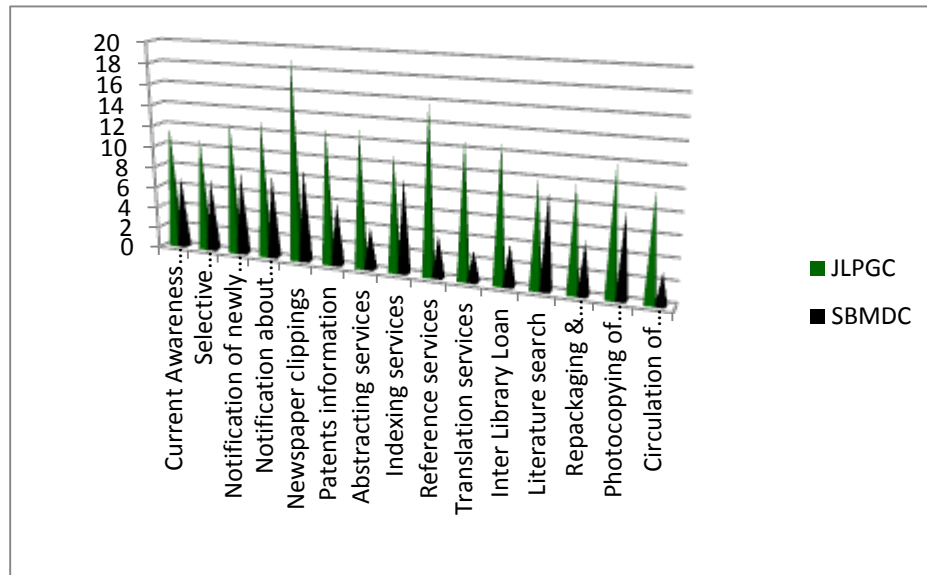


Fig 4. Marketing of Information Services Rendered by the Library

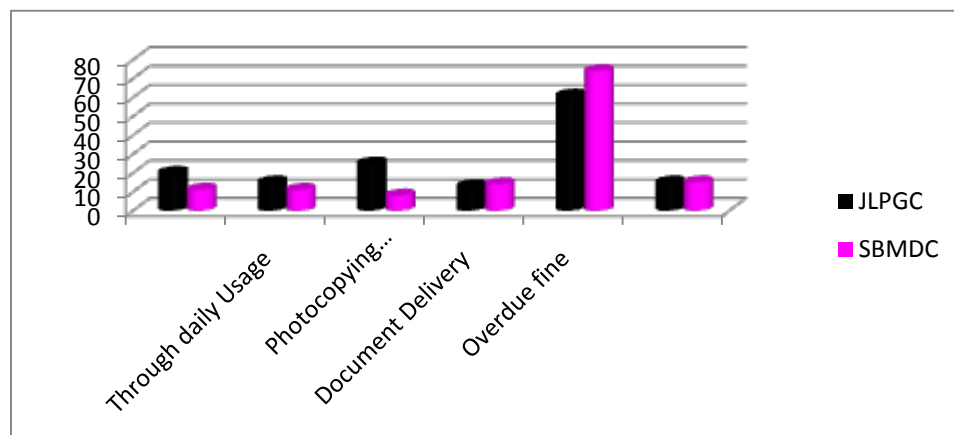


Fig. 5 Income source to the Library

Majority indicate that overdue fine is the main source of income to the libraries. Next source of income is photocopying, next to it is through membership any other

source is the source indicated by the libraries. Least responded source of income is through daily usage.

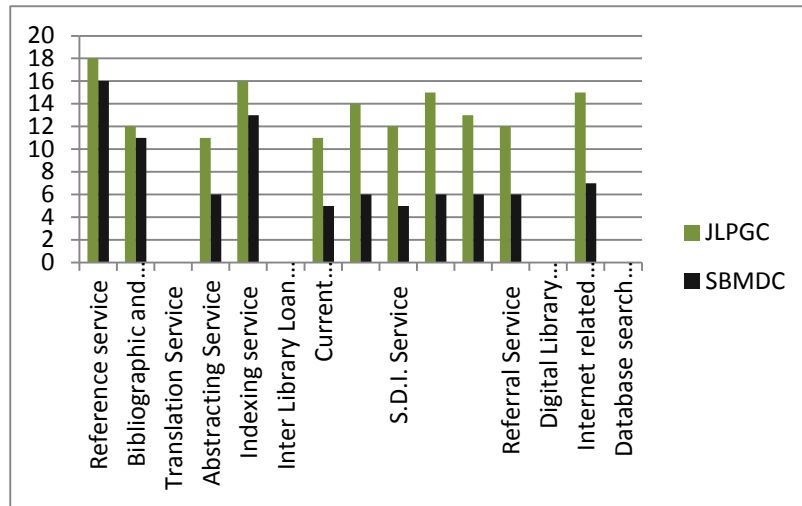


Fig. 6 Services Rendered by the Library

References service is the service indicated by the majority of the users (22.66%) is rendered by the libraries for the users, next responded service is Indexing service responded by (19.33%) users, literature search service is the service which is indicated by (15.33%) users. Internet related service is responded by (14.66%) users, Issuing of bound journals & current journals/periodicals service is responded by (14%), Reprography Service is indicated by (13.33%) users. The services which is responded by (12.66%) users

are Document Delivery Service, and Referral Service is responded by (12%) users. The services indicated by the (11.33%) users are Abstracting Service, S.D.I. Service rendered by the libraries for the users. Next responded service is Current Awareness Service indicated by (10.66%) users. The least responded service indicated by (8.66%) users. Translation Service, Inter Library Loan Service, Digital Library Service, and Database search service are not rendered by the library.

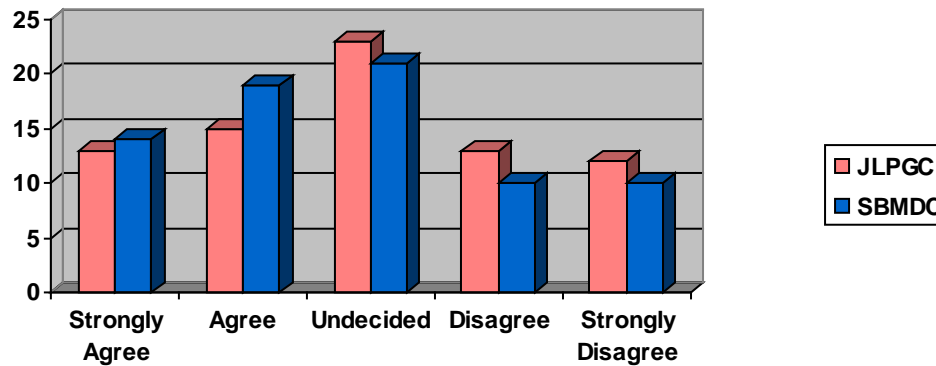


Fig. 7. Users are denied Access to Information products/services when fees are charged in the library

Majority of the users (29.33%) of both the colleges under study indicate undecided about that Potential users are denied access to information products/services when fees are charged in the library. Whereas (22.66%) users agree and (18%) strongly disagree, (15.33%) users Disagree, (14.66%) strongly disagree that Potential users are denied access to information products/services when fees are charged in the library.

Majority of the users (29.33%) disagree and (26.66%) strongly disagree that users should pay fees for information products/ services. Whereas only (15.33%) users agree and (12%) strongly disagree that users should pay fees for information products/services. (16.66%) users responded undecided that users should pay fees for information products/services.

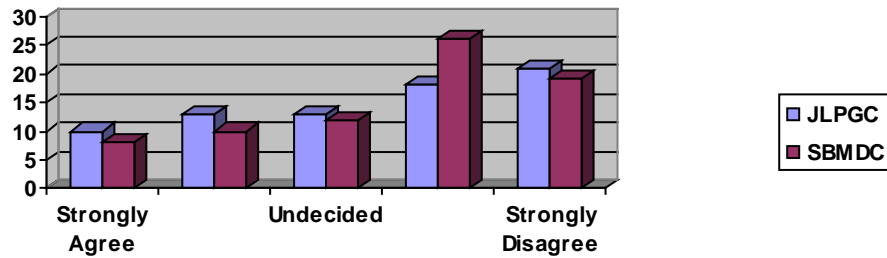


Fig. 8. Users Should Pay Fees for Information Products/Services

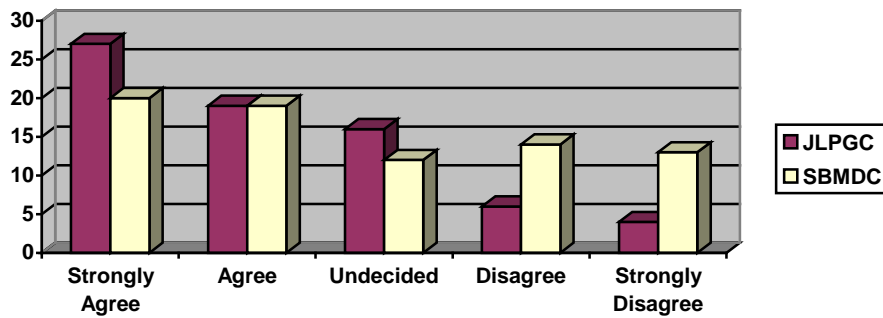


Fig. 9. Users should not pay fees for information Products/ Services

Majority of the users (31.33%) strongly agree and (25.33%) agree that users should not pay fees. Whereas (13.33%) disagree and (11.33%) strongly disagree that users should

not pay fees for information and (13.33%) users responded undecided that users should not pay fees for information products/ services.

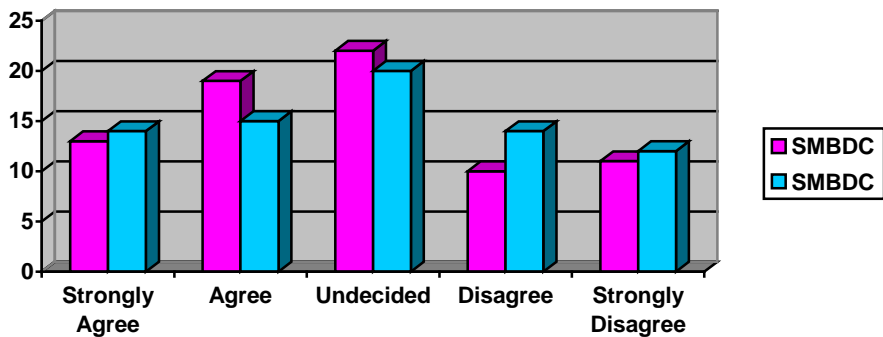


Fig. 10. Fees are a Major Determent to Library Use

Majority of the users responded undecided that fees are a major deterrent to library use. It is analysed that (22.66%) agree and (18%) strongly agree that fees are a major deterrent to library use, whereas (16%) Disagree and (15.33%) strongly disagree that fees are a major deterrent to library use.

Majority (37.33%) users strongly agree that Computerized literature search should be part of the free

normal library services. (33.33%) users agree that Computerized literature search should be part of the free normal library services. Whereas (11.33%) disagree and (4.66%) strongly disagree that Computerized literature search should be part of the free normal library services. (13.33%) users responded undecided that Computerized literature search should be part of the free normal library services.

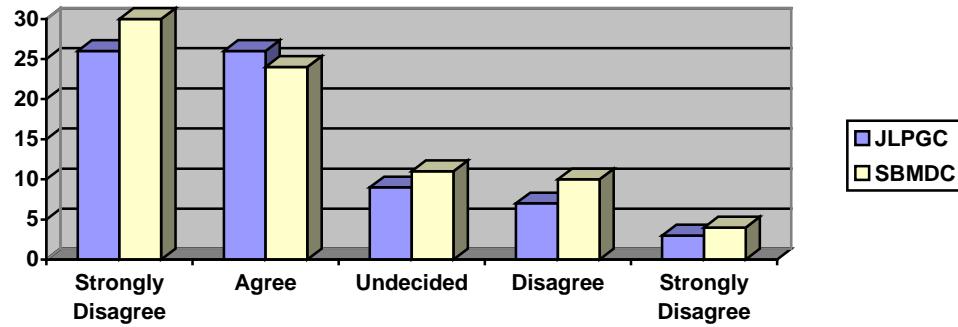


Fig. 11 Computerized literature search should be part of the free normal library services

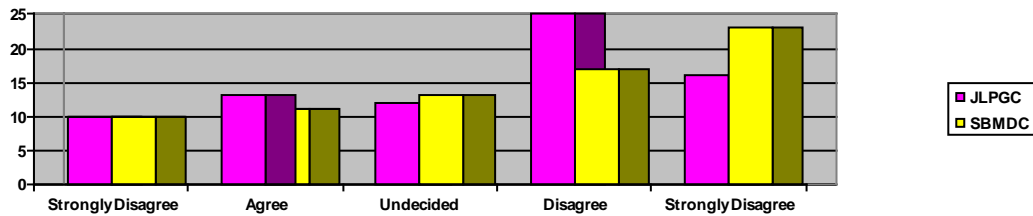


Fig. 12 Cost of the computerized literature search should be paid by both the library and users

Majority (28%) respondent disagree and (26%) strongly disagree that Cost of the computerized literature search should be paid by both the library and users. (16.66%) users of all the university under study responded undecided. Only

(13.33%) users strongly agree and (16%) Agree that Cost of the computerized literature search should be paid by both the library and users.

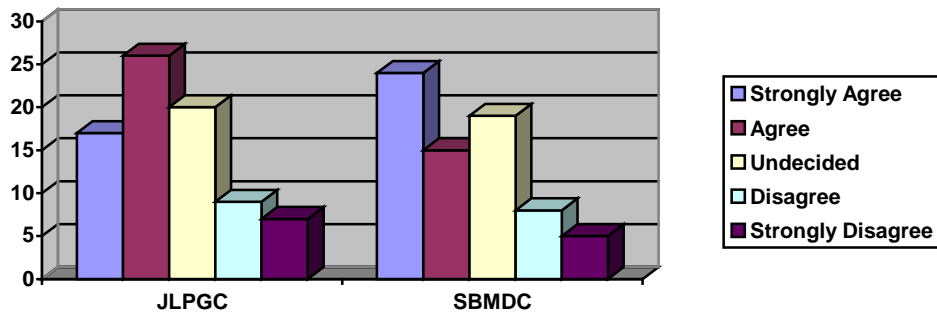


Fig. 13. Cost of the computerized literature search should be paid by the users only

Majority (27.33%) respondent strongly agree and agree that cost of computerized literature search should be paid by the users. (26%) undecided that Cost of the computerized literature search should be paid by the users. (11.33%) users of all the university under study responded disagree and (8%) strongly disagree that cost of the computerized literature search should be paid by the users.

libraries in modern sense is appears to be new to the users as well as staff of the college libraries. College libraries do not earmark separate budget to computerized library services and purchase for new information marketing products.

There is lack of use and appropriate technology in the libraries. Staffs are ignorant of the modern online information services offered by national and international agencies. They also lack the knowledge of liaison and support services available in India. Hence the referral activities as required for the users' community are totally

VIII.CONCLUSION

The concept of marketing of library and information services present scenario at somewhat new to the college

absent. The indifferent attitude of authorities to develop the services of the libraries. Newsletters, demonstration, exhibitions cum sale, display of new arrivals, library brochure, annual report, bookmobiles, electronic access ... etc. can all be compiled and used to inform users about new and update information needed by them.

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