

Significance of Marketing library's information sources and services: a study of libraries of Gujarat state

Ph D Research Scholar

Mr. Mehul Chuahan

M.L.I.Sc. DLIS Saurashtra University, Rajkot (Gujarat)

Researcher Guide

Dr Rajesh H. Trivedi

M.L.I.Sc, Ph.D Librarian P.D.U. Govt. Medical College Rajkot (Gujarat)

Abstract:

Technology advancements and the use of the internet with computers, laptops, and mobile devices reduce library usage. If library professionals do not step outside of their comfort zone, they will be forced to close their doors. Using the concept of B2B and B2C marketing, if customers (users) stop reaching out to you, you reach out to them. This vital knowledge hub must survive in the internet age. The researcher used the four agriculture university libraries in Gujarat for the current research project. A total of 80 respondents were visited using a questionnaire, and their thoughts on implementing a marketing concept were gathered. After analyzing the data, it was determined that libraries should implement the marketing concept; however, proper training and budgeting, and management support are required.

Keywords: World Wide Web, marketing strategies, skills, information seeking behavior

1. Introduction:

The technological revolution has broken down the barriers. There has been a significant shift in all fields of work, including business, education, retail, services, hospitality, and many others. The introduction of information and communication technology transformed the world into a global village. To the old ways, new ideas, bold styles, and strategies were introduced. The internet's information bombing cannot be overlooked because it drastically reduces library usage. Smith (n.d.) stated in his book 'Let the Circle Be Broken' that the significant changes that are revolutionizing the entire world are the result of information globalization, ICT, and information marketing. ICT not only turns the world into a global village, but it also puts what is happening around the world at our fingertips. People will completely avoid libraries if they can get information delivered to their door.

Marketing is essential for any business; products and services that are not effectively marketed do not have a significant number of customers. Their revenue is constantly decreasing, and they are unable to compete in the market. It is critical for service organizations such as libraries because the management of academics or whoever funds libraries is aware of how their users work and what they require. Management should keep libraries in mind when creating the annual

budget. Patrons present era do not visit libraries because of ICT, so they are unaware of the collection, services, and technology infrastructure available in their library. If users aren't coming to you, you must go to them. In management and marketing, we hear terms like B2B and B2C. So, why can't we use this B2B/B2C methodology in the library to reach out to our patrons, managerial staff, and other libraries with our products and services? If they are aware of it, they will undoubtedly be fascinated to see if they can find anything new in library resources other than data on the web. And this is how libraries can attract users by using marketing strategies to reach them.

In the ongoing study, researchers are attempting to explain the significance of marketing sources of information and services because marketing is critical for libraries to provide better services and satisfy their users' needs. Libraries are useless without users (Gupta and Savard, 2010) To be successful, libraries must attract customers by raising awareness of the resources and services available. Users must attract clients and raise the visibility of available services and resources to attract them. Librarians must implement a unique promotion strategy for their resources.

2. Review of Literature:

Patil, S K and Pradhan, Pranita in an article, “ Library promotion practices and marketing of library services: a role of library professionals” said In the same way that marketing is essential in business to increase sales and profit, it is essential in university libraries to raise awareness of library materials and services. The paper discusses the importance and concept of library promotion. The primary goal of marketing library products and services is to ensure customer satisfaction. The study revealed that librarians must recognize the significance of marketing services and using Web 2.0 to advertise them on social media, as more youth are using social media. (Pateil, 2014)

Olorunfemi, Micheal, and Ipadeola, Deborah Adeola in the article, “Information services in selected university libraries in South West Nigeria” examine marketing library and information sources and services in academic libraries. The main points covered include the need for marketing, the competencies required of librarians, and the challenges faced by the librarian of the South West Nigeria University Library in marketing their sources and services. Six university libraries were chosen by the researcher for the study. A total of 87 questionnaires were distributed, with 64 returned. The frequency count, simple percentage, and mean were calculated to analyze the collected data table. According to the data analysis, librarians use marketing techniques such as electronic access to information, friendly behavior with users, exhibitions, book displays, new arrival, marketing on library webpage, user orientation, and so on. To provide efficient services and effectively implement these techniques, it is necessary to improve skills such as good communication, advanced IT skills, the ability to answer users' questions, interpersonal skills, insufficient funding, and a lack of marketing policy. (Olorunfemi, 2018)

According to **Jestin, Joseph K J, and Parameswari, B** in their article "Marketing of information products and services for libraries in India," societies that use the most information are the most knowledgeable. The information industry has changed dramatically since the introduction of ICT. Marketing information sources and services help librarians survive in an internet age in which individuals mostly get knowledge on their mobile devices with the help of computers. The researcher describes various marketing activities such as product, pricing, promotion, and distribution. With marketing techniques, strategies that can be implemented, and skills required in librarians to market their information sources and services. To attract clients, librarians must have technical knowledge as well as knowledge of marketing strategies. (Jestin, 2005)

In their article, "The Importance of Marketing Library Resources in Libraries and Information Centers: Issues and Prospects," **Ezeh and Uloma, Rose** stated that marketing information products and services are critical in the ICT world because customers wanted to access information through the internet. Library professionals must abandon the traditional information approach and adopt technological reach techniques to provide information to their users, as well as implement the concept of marketing to make users aware of their resources. Information marketing provides a high level of satisfaction to its users by providing maximum value to their customers. Because ICT has increased the accessibility of information, technological innovation has made it necessary for library professionals to market their sources. According to the paper, library professionals should thoroughly prepare and carry out market strategies. (Ezeh and Uloma, 2021)

3. Objectives:

1. To identify the information-seeking behavior of users in Gujarat agriculture libraries.
2. To assess the need for marketing library information sources and services in Gujarat agriculture libraries.
3. To assess recent practices used by librarians to market their sources and services.
4. Determine the skills needed in a library professional to implement a marketing concept.
5. To assess the difficulty that library professionals face in marketing their information sources and services.

4. Research Method:

The implications of marketing library information sources and services are the focus of current research. To determine the impact of marketing on library users, the researcher employs the survey method to collect secondary data. Data was gathered from four agricultural university libraries in Gujarat. In total, 80 questionnaires were distributed to university library staff, administrative staff, and academic staff. The questionnaire consists of two parts. One is the personal information of library professionals and the library, and the other is the information-

seeking behavior of users, information on techniques used, the need for marketing, marketing skills required, and problems encountered by the librarian in implementing services. Tabulation and charts were used to analyze the collected data.

5. Analysis and Discussion

A total of four agriculture university libraries were chosen: (i) Anand Agriculture University, (ii) Junagadh Agriculture University, (iii) Navsari Agriculture University, and (iv) Sardarkrushinagar Dantiwada Agricultural University. Twenty respondents were chosen from each of the four universities. The table below displays the total number of responses received from respondents.

Table: 5.1 Total Response received:

Total Response Received			
Name of University	Response received from Library and administrative staff	Response received from academic staff	Total
Anand agriculture university	8	12	20
Junagadh Agriculture University	6	14	20
Navsari Agriculture University	7	13	20
Sardarkrushinagar Dantiwada Agricultural University	5	15	20
Total	26	54	80

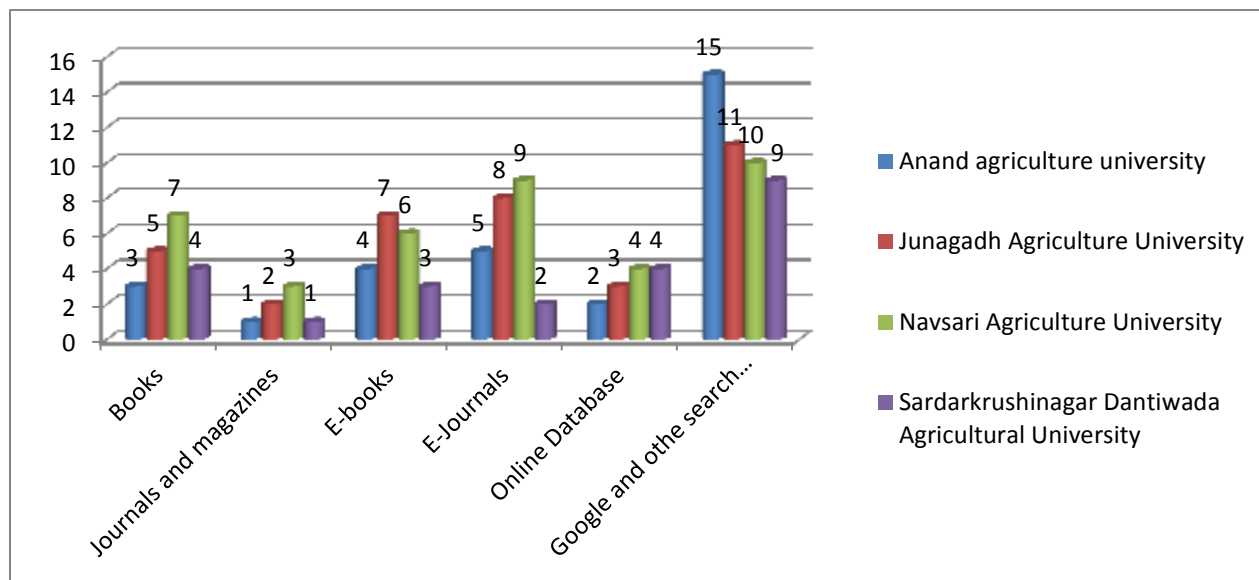
Total 80 questionnaires were distributed among academic and non academic staff and all of them received back.

To identify information seeking behavior of users in agriculture libraries of Gujarat.

Table: 5.2 Information seeking behavior of users

Information seeking behaviour of users						
Particular	Books	Journals and magazines	E-books	E-Journals	Online Database	Google and the search engine
Anand Agriculture university	3	1	4	5	2	15
Junagadh Agriculture University	5	2	7	8	3	11
Navsari Agriculture University	7	3	6	9	4	10
Sardarkrushinagar Dantiwada Agricultural University	4	1	3	2	4	9

Chart: 5.2 Information seeking behavior of users



When respondents were asked about how they accessed information when they needed it, they responded with multiple answers to the question. Looking into the table and chart, we can find that maximum users are using Google and other search engines to access required information whereas the minimum response is received for journals and magazines. In the agriculture university library only 3 responses were received for using the book to get information, 1 to journals, 4 to e-books, 5 to journals, 2 responses received for an online database, and 15 responses received to Google and another search engine. Junagadh Agriculture university library users responded 5 to books, 2 to journals, 7 responded for e-books, 8 to e-journals, 3 to the online database, and 11 respondent said that they access the required information from Google and another search engine. Navsari Agriculture university library users responded 7 to books, 3 to journals, 6 responded for e-books, 9 to e-journals, and 4 to the online database, and 10 respondents said that they access the required information from Google and another search engine. Sardarkrushinagar Dantiwada Agriculture university library users responded 4 to books, 1 to journals, 3 responded for e-books, 2 to e-journals, 4 to the online database, and 9 respondents said that they access the required information from Google and another search engine. Due to multiple responses to one question percentage is not considered.

Table 5.3 Users visit to library to access information

Users visit to library				
Particular	once a day	2 -3 days in a week	once a week	once in 15 days
Anand Agriculture	15%	40%	35%	10%

university				
Junagadh Agriculture University	25%	10%	15%	50%
Navsari Agriculture University	35%	15%	30%	20%
Sardarkrushinagar Dantiwada Agricultural University	50%	25%	15%	10%

The above table evaluates the frequency of users' visits to the library. it is clear from the table that less than 50% of users visit libraries once a day to access information. Analyzing the response university wise, from Anand Agriculture university 15% of users visit the library once and day, 40% visit it 2 -3 days a week, 35% visit it once and week, and 10% visit it once in 15 days it shows very fewer users visit the library frequently. The respondent from Junagadh Agriculture university said that 25% of users visit the library daily, 10% use it 2 – 3 days a week, 15% use it once a week, and 50% once in 15 days. Users of Navasari Agriculture university library give 35% to once a week, 15% 2 – 3 days in a week, 30% to once a week, and 20% once in 15 days, and users of Sardarkrushinagar Dantiwada Agriculture university libraries responded 50% to once a day, 25% to 2 – 3 days a week, 15% to once a week and 10% to once in 15 days.

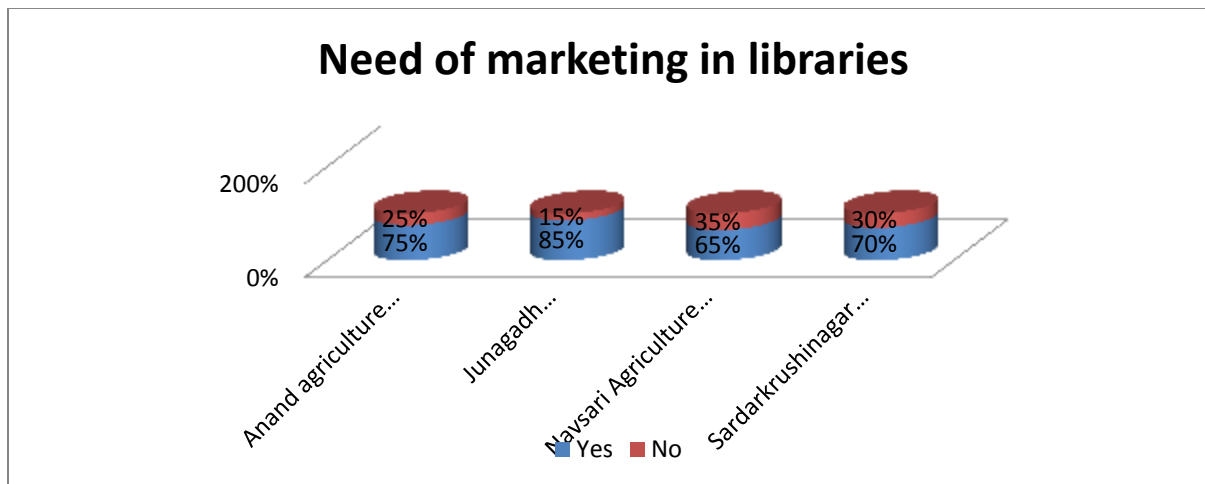
Objective 2 : To evaluate the need for marketing of library information sources and services in Agriculture libraries of Gujarat

It is found that library users are using the internet, search engine and online resources to access information. It results in decreasing the use of libraries. Therefore respondent were asked about need of marketing library information sources and services and their response were:

Table 5.4 Need of Marketing library information sources and services

Need of marketing library information sources and series		
Particular	Yes	No
Anand agriculture university	75%	25%
Junagadh Agriculture University	85%	15%
Navsari Agriculture University	65%	35%
Sardarkrushinagar Dantiwada Agricultural University	70%	30%

Chart: 5.4 Need of Marketing library information sources and services



The above table explains the views of the respondent regarding the requirement of their library and information sources and services. 75% of Respondents of Anand Agriculture University give a positive response that marketing is necessary while 25% did not think it is required. 85% from JAU said it is required and 15% said no. 65% of Navasari Agriculture university users said yes and 70% of SAU said yes. That means more response received for marketing is needed so they can be updated with the new resources and services of the library.

Reason for marketing library resources and services:

Table: 5.4 Reason for marketing library resources and services:

Reason for marketing library sources and services				
Particular	Increase library usage	Spread awareness among users about library sources	Satisfy users need	Increase important of library among users and management
Anand agriculture university	12	10	14	8
Junagadh Agriculture University	10	11	8	7
Navsari Agriculture University	8	12	14	10
Sardarkrushinagar Dantiwada Agricultural University	11	8	12	10

The above table shows user's reviews for marketing library resources and services and responses are, from Anand Agriculture university 12 respondents said that marketing is required to increase the usage of the library, and 10 said it is necessary to spread awareness among users about the library, 14 said it is required to satisfy users need and 8 users said it is also increasing important of the library in front of management. Junagadh Agriculture university users responded, 10 users to increase library usage, 11 to spread awareness, 8 to satisfy users' needs, and 7 to increase the importance of the library in from of management. Navsari Agriculture university users responded, 8 users to increase library usage, 12 to spread awareness, 14 to satisfy users' needs, and 10 to increase the importance of the library in from of management. Sardarkrushinagar Dantiwada agriculture university users responded, 11 users to increase library usage, 8 to spread awareness, 12 to satisfy users' needs, and 10 to increase the importance of the library in form of management. Due to multiple responses to one question percentage is not considered.

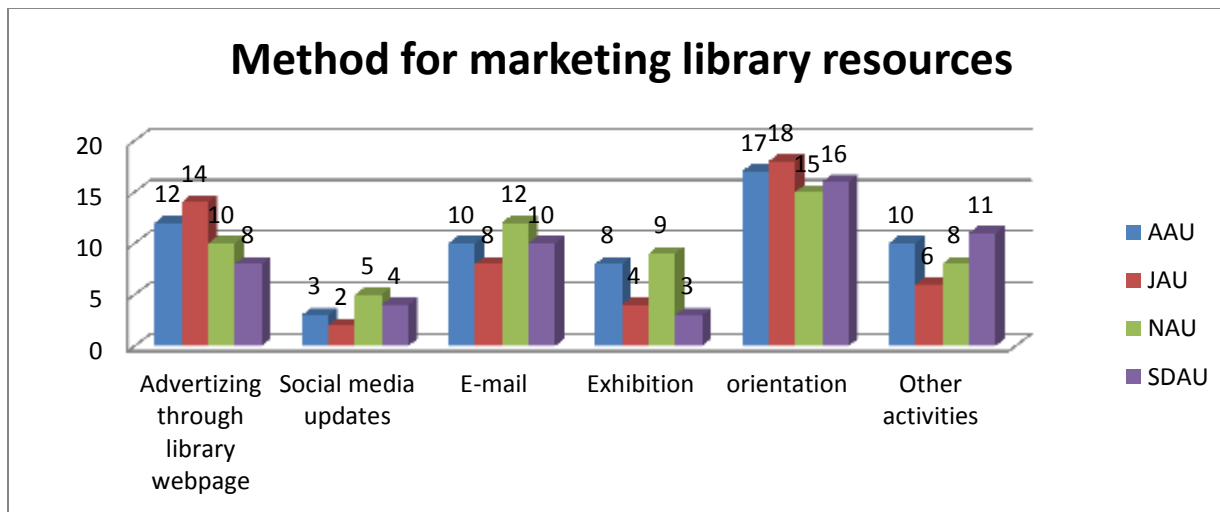
Objective: 3 To evaluate recent practice employed by library professional to marketing their sources and services.

When library professional asked how they will market their resources and services their responses were shown in below table and chart.

Table: 5.5 Method for marketing

Method adopted for marketing information sources and services				
Particular	AAU	JAU	NAU	SDAU
Advertizing through library webpage	12	14	10	8
Social media updates	3	2	5	4
E-mail	10	8	12	10
Exhibition	8	4	9	3
orientation	17	18	15	16
Other activities	10	6	8	11

Chart: 5.5 Method adopted for marketing



The above table and chart display method adopted by the librarian to market their sources and services. Respondent of an agriculture university library said that, 12 respondents said marketing by library webpage is good, 3 said they use social media, 10 responded to E-mail services, 8 said to library exhibition, 17 said by library orientation and 10 responded to other activities. Considering the data from Junagadh agriculture university library, 14 responded to advertising, 2 to social media, 8 to e-mail services, 4 to library exhibition, 18 to orientation, and 6 responded to other activities. Considering the data from Navsari Agriculture university library, 10 responded to advertising, 5 to social media, 12 to e-mail services, 9 to library exhibition, 8 to orientation, and 6 responded to other activities. Considering the data from Sardarkrushinagar Dantiwada Agriculture university library, 8 responded to advertising, 4 to social media, 10 to e-mail services, 3 to library exhibition, 16 to orientation, and 11 responded to other activities. Due to multiple responses to one question percentage is not considered.

Objective 4 : To determine skills required in library professional for implementing marketing concept.

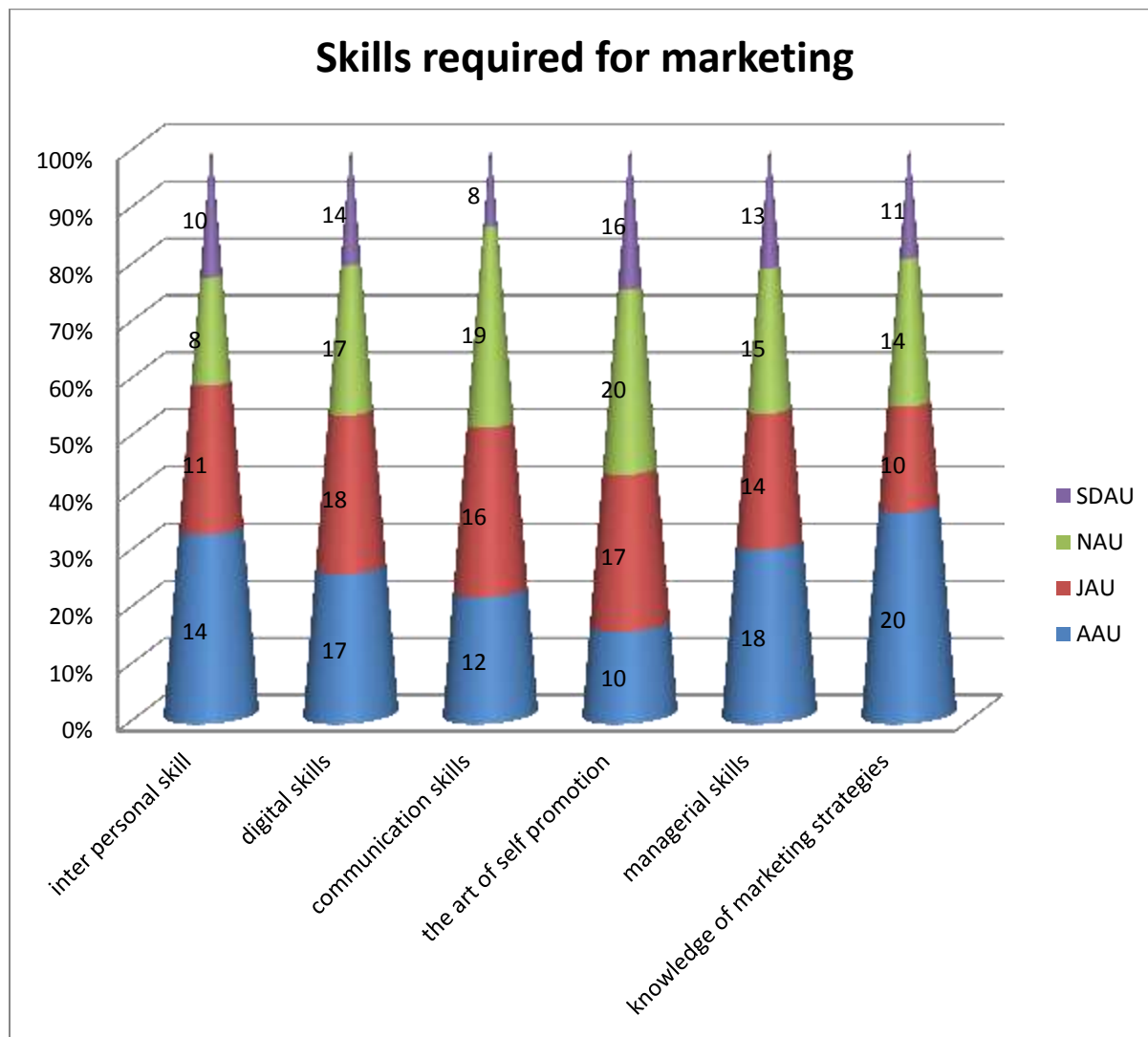
Respondent were asked what should librarian required to implement the concept of library marketing and their response were shown in below table and chart

Table 5.6: Skills required for marketing library resources and services

Skills required for marketing				
Particular	AAU	JAU	NAU	SDAU
Inter personal Skill	14	11	8	10
Digital Skills	17	18	17	14
Communication Skills	12	16	19	8
The art of self promotion	10	17	20	16

Managerial skills	18	14	15	13
Knowledge of marketing strategies	20	10	14	11

Chart: 5.6 Skills required for marketing library resources and services



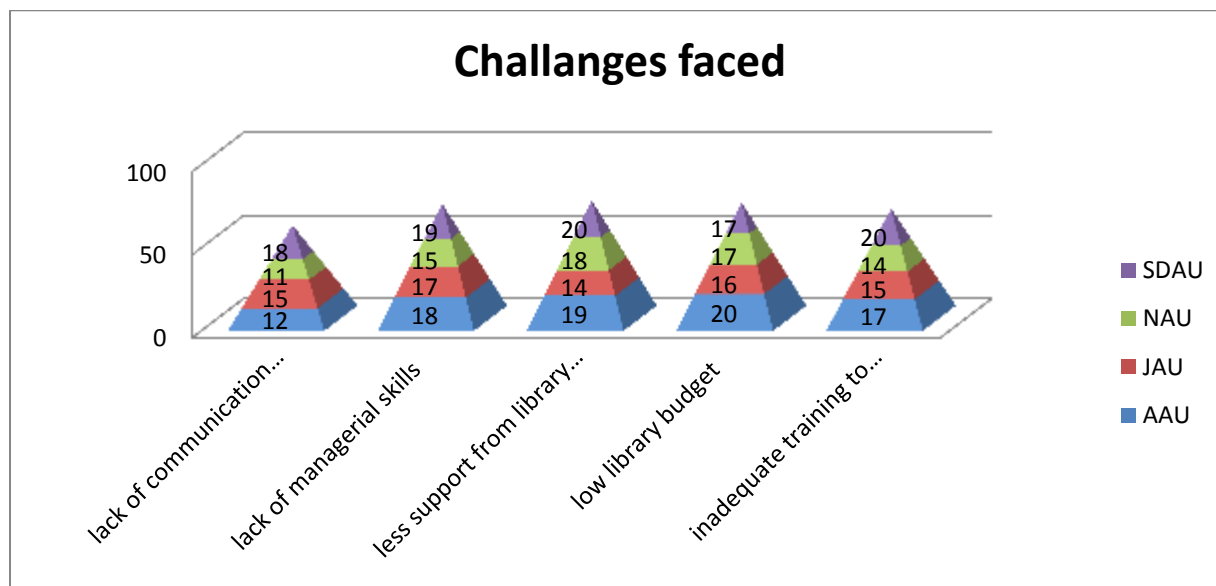
The above table and chart show skills required in the library profession for marketing their sources and services. For interpersonal skill AAU users give 14 response, JAU gives 11, NAU gives 8 and SDAU give 10 responses. For communication skills, 12 responses were received from AAU, 16 from JAU, 19 from NAU, and 8 from SDAU, for the art of self-promotion 10 responses were received from AAU, 17 from JAU, 20 from NAU, and 16 from SDAU, for managerial skills, 18 response received from AAU, 14 from JAU, 15 from NAU and 13 from SDAU, and for knowledge of marketing strategies, 20 response received from AAU, 10 from JAU, 14 from NAU and 11 from SDAU.

Objective: 5 To evaluate the challenge faced by library professional in marketing their information sources and services.

Table: 5.7 Challenges faced for marketing library resources and services

Challenges faced by library professional to implement marketing concept				
Particular	AAU	JAU	NAU	SDAU
lack of communication skills	12	15	11	18
lack of managerial skills	18	17	15	19
less support from library management	19	14	18	20
low library budget	20	16	17	17
inadequate training to the library professionals	17	15	14	20

Chart: 5.7 Challenges faced for marketing library resources and services



The above table and chart explain the challenges library professional faced while implementing the concept of marketing their sources and services and their responses are, lack of communication skills, AAU responded 12, JAU 15, NAU 11, and SDAU 18 for that. 18 responded from AAU that lack of managerial skill is a major drawback, 17 from JAU believed the same, 15 from NAU responded for less library managerial skills, and 19 from SDU believe the same. Libraries get less support from management to market their sources and services, 19 AAU respondents, 14 JAU respondents, 18 NAU and 20 SDAU responded to that. 20 AAU users said that a low library budget is an important barrier to implementing marketing concept, 16 from JAU, 17 from JAU, and 17 from SDAU responded to low budget as a major challenge, and last but not least, 17 AAU respondents believe that inadequate training is also one of the factors

because of that marketing of sources cannot be implemented properly. 15 from JAU, 14 from NAU, and 20 from SDAU believe the same.

Suggestion and conclusion:

In current research, the researcher studied marketing library and information sources and services. After analyzing the data, it was discovered that the majority of patrons use online resources and search engines to access information because they do not need to travel and it is easily accessible through their mobile devices or laptops with internet access. Libraries are no longer required as a result of this trend. As a result, the library professional should implement various electronic resources and raise user awareness about the library collection through electronic services. This allows users to understand the availability of library resources and become interested in libraries. The majority of users believe that marketing library services is necessary to improve library usage, satisfy user needs, and raise patron awareness of the importance of library resources. Most information is distributed via e-mail and the library website, with very little interest in web 2.0 technology. The majority of youth, professionals, and the entire community spend the majority of their time on social media. As a result, it is also recommended to advertise the services through social media, which may quickly attract users. To incorporate effective marketing services, library professionals should have communication, interpersonal, managerial, and digital skills, as well as knowledge of marketing strategies. Libraries face significant challenges due to a lack of knowledge, communication skills, and a limited library budget.

To enhance library quality and services Academic library administration should increase library budgets not only to implement more electronic resources in the libraries, but also to develop library websites, provide proper training to library staff, and increase internet access with the number of computers available. If library professionals take the initiative and are supported by management, library services will undoubtedly improve. Because, unlike other search engines, the library will provide you with authentic information.

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