

Marketing of Information Products and Services at MJPRU Library: A Case Study

Priya Shukla¹, Dr. B.K.Rajput²

¹Research Scholar, IFTM University, Moradabad

²Professor, Department of Library & Information Science
IFTM University, Moradabad

ARTICLE INFO

Received: 18 Dec 2024

Revised: 10 Feb 2025

Accepted: 28 Feb 2025

ABSTRACT

Increasing public awareness of library services and information products largely depends on marketing and information products. In order to effectively reach their users, modern libraries must adapt to the emergence of information and communication technology (ICT), which has introduced new competitors in the information services market. This study focuses on the marketing tactics used to advertise their offerings and deal with the difficulties they face. An approved design was used for the study, and a specially created questionnaire was used to collect data. Four universities in the Bareilly category were chosen using a targeted sampling technique to make up the study's sample. The results show that Mjpru libraries strategically integrate marketing like their global counterparts. It has been found that Bareilly Libraries primarily uses the following marketing techniques and tools: flyers, website, orientation sessions, and library publishing (memos, summaries, newsletters). Research has also noted the underuse of social media sites like Facebook, blogs, Twitter, and marketing email alerts. Effective marketing and information distribution are hampered by a lack of funding, resources, and a marketing plan. Therefore, university libraries are advised to create a thorough marketing strategy that prioritises users' needs to improve the delivery of information services.

Keywords: Marketing Information Services; Library Services; University libraries.

Introduction

Information is recognized as a valuable asset at the national level and plays a crucial role in generating income for the country. It is widely seen as an essential tool for decision-makers. The correct information in the right hands facilitates effective education, business activities, and government operations. Libraries and information centres increasingly understand the significance of promoting in-order products and services as a critical component of management and administration. This acknowledgement will boost user satisfaction and promote service utilization by engaging potential users. Various factors, including the preface of new information, technological progress, increasing library expenses, budget constraints, and the necessity for financial autonomy, are propelling the enhancement of library operations to get a better marketing strategy for their services.

Research Method

In this Research, a survey instrument was created and utilized among university library users. Regardless of their affiliation, all participants were presented with identical questions. Those who willingly agreed to take part in the reading were given the questionnaire to complete. The respondents were then interviewed to provide additional information.

Obi (2023) conducted a research study to explore the impact of library marketing indicators on student utilization of information services in federal universities in South-South Nigeria. The researcher administered a questionnaire to 783 students for data collection. The study aimed to inspect the role of awareness creation and branding in influencing student patronage of information services within federal university libraries in South-South Nigeria. The author emphasized the significance of implementing marketing strategies to maintain relevance, drawing upon the hierarchy of effect theory by Russell Colley. The study highlights the significance of marketing strategies such as

awareness creation and branding in shaping student engagement with information services in federal university libraries.

In this research paper, Sewwandi and Suraweera (2022) conducted a comprehensive study on marketing information products and services. The study's primary objectives were to gain insights into the current state of information product and service marketing in university libraries in Sri Lanka, identify the strategies employed, and highlight the barriers and challenges faced in marketing these offerings. The study's conclusion revealed that while librarians possessed adequate knowledge of information marketing, there needed to be a specific information marketing policy. Among the significant issues identified in marketing information products and services were the absence of trained personnel, insufficient public relations skills among university library staff, inadequate needs assessment, limited attention to promotion methods, and a deficient clear understanding of the library's role in society.

Anwar and Zhiwei (2021) conducted a study focusing on the methodology and comprehension of librarians regarding the marketing of library wealth and services in academic libraries. The outcome of the Research revealed that the preponderance of the respondents held MLIS degrees (35.6%), while the least number of respondents had M.Phil. degrees (2.7%). Respondents agreed on the need for improvement, with a significant number emphasizing the significance of achieving customer satisfaction and demonstrating excellence. The study also provided numerous recommendations for future consideration.

Ezeh (2021) regarded library and information services as commodities that could be marketed. In the evolving world of information communication technology, marketing plays a critical role in enabling libraries to showcase the worth of their services. Users tend to favour the internet, particularly the "Web," as their primary information source because of its quick responses to inquiries. This suggests that a new era has arrived, and information professionals must acknowledge that the optimal moment to devise strategies is at present, in organize to stay pertinent in a dynamic and potentially hazardous environment.

Jha and Pandey (2021) examine the application of library marketing strategies. Marketing analysis is a traditional practice in academia. It plays an essential role in research dissemination, providing an inclusive understanding of the publication landscape that can differ based on geographical location, institution, and international reach. LIS professionals excel in conducting bibliometric analyses and play an active position in evaluating research outcomes.

Kumar (2021) conducted a Marketing research study that examined the Marketing program and strategies employed by libraries at Central University. A meticulously designed questionnaire was administered to the library staff at selected libraries, resulting in a high response rate. The analysis revealed that both libraries offer various free services, and the library staff requested

resources. JMI offers 23 service stations, whereas the Central University of Haryana only provides 16 services. These findings suggest that JMI excels in delivering library services compared to the Central Library.

In a recent study conducted by Oluwatosin (2021), the focus was on examining the influence of marketing impressions on the utilization of library services by graduate students in two universities within Nigeria. The research findings shed light on the various services offered by university librarians, including providing copies, conducting book searches, offering current awareness resources, distributing periodic content, providing newspaper clippings, delivering reference services, and notifying students about conferences, seminars, and workshops. These services were tailored to meet the specific needs and qualifications of the students.

Khalid (2019) emphasizes the significant role of marketing and advertising in raising awareness about library possessions and services in the Central Library. The author also highlights the approaches employed by the Central Library to promote its offerings, including exhibitions, presentations, advertising, and public relations. These lessons provide valuable insights for library staff on effectively promoting their libraries.

Objective of the Study

1. The MJPRU Library provides various information products and services in the communal sciences field, which users can explore and access.

2. The MJPRU Library aims to identify Teachers, Researchers, and students' information needs to match them with the relevant information products and services accessible in the social sciences field.

Analysis and Interpretation

1- Uses of the library products and services of Gender wise

Table- Uses of the library products and services of Gender wise

S.NO	GENDER	PERCENTAGE
1	FEMALE	54%
2	MALE	46%
3	TRANSGENDER	00%

Table 1 illustrates the utilization of library products and services at Mjpru Library, showcasing that 54% of the users are male, while 46% are female. It is worth noting that no transgender individuals currently avail themselves of the library's offerings.

2-Preferred to Access information

Table- Preferred to Access information

Location	Response	Percent
Institutional Library Collection	7	7%
Colleagues and Friends	35	35%
Internet	5	5%
Personal collection	19	19%
Subject expert	19	19%
Conferences and Seminar Proceedings	15	15%
Total	100	100%

Based on the data above, it can be deduced that the preponderance of respondents (35%) expressed a predilection for obtaining information from colleagues and friends. Personal collection and subject experts were chosen by 19% of the respondents, while conference and seminar proceedings were favoured by 15%. A smaller percentage of respondents (7%) indicated a partiality for the Institutional Library Collection, while the Internet was chosen by 5% of the respondents.

3- Frequency of Uses the library

Table No-3 - Frequency of Uses the library

SN.	Use the Library	Always	Often	Usually	Sometimes	Never
1.	Once in a week	43.33 %	-	-	-	-
2.	Twice in a week	-	6.66%	-	-	-
3.	Thrice in a week	-	-	11.16 %	-	-
4.	Once in a month	-	-	-	14.16 %	-

According to the survey results, many users utilize the library on a standard basis. Expressly, 43.33% of respondents indicated that they visit the library once a week, while 14.16% reported visiting once a month. Additionally, 11.16% of users confirmed visiting the library three times a week. A smaller percentage, 6.66%, mentioned the intention of visiting the library twice a week.

4-Rationale of Use the Library

Table 4. Rationale for using the library

SN.	Rationale of Use of the Library	Percentage
1.	Research needs	10.16 %
2.	Education	76.83 %
3.	Current Information	5.16 %
4.	Photocopy	2.22 %
5.	Newspaper	2 %
6.	Journals	3 %

Table 4 illustrates that most respondents (76.83%) utilize the library for educational purposes. A smaller percentage (10.16%) indicated that they exploit the library to fulfil their research needs. Only 5.16% of respondents said they visit the library for current information, while 2.22% use it for photocopying services. Additionally, 3% of users utilize the library for consulting journals and 2% for reading newspapers, and this information was used together to commence the Mjpru library.

5-Library collection

Table .5 Collection of the Library

S.no	Resource	Total Number
1.	Books (Excluding reference books)	45,000
2.	Reference books	12,000
3.	Thesis and Dissertations	2000
4.	CDs, DVDs, etc.	4000
5.	Journals (National)	35
6.	Journals (International)	10
7.	Back volumes of journals	3000
8.	Other sources	Thesis-50, Project -2000

There is a collection of books, reference books, thesis and dissertation, CD and DVD journals, back volumes of journals and other sources in the Mjpru library.

6-e-journals subscribed by the library

Table no-6- e-journals subscribed by the library

S.no	Name of the publisher	Total number of journals
A	EBSCO	258
B	IEEE	250
C	DELNET	50
D	-	-

Table no.6 The data reveals that the Mjpru library consists of 258 publishers from EBSCO, 250 publishers from IEEE, and 50 publishers from DELNET.

Exhibitions

Importance of marketing library and information services through exhibitions. According to him, the exhibition could enhance the current awareness of the library because it allows library clients to know that there are things available in the library. Each year, the University of Mjpru Library organizes 2 to 3 exhibitions to promote the

library's collection by displaying public items according to a selected theme. This effort is being coordinated by a team of library staff appointed by the Exhibition Committee.

Events on Library Customer Day

The Library Consumer Day is an annual event focusing on professional development, communication, and further education within the University. This marketing activity holds excellent significance; the Client Services Division of the Central Library has been organizing this event every year, coinciding with the launch of the International Conference on Educational Research. The event features organized activities such as the e-resources Clinic, which provides guidance and information on Endnote, Online Databases, and Online Public Access Catalogue. Additionally, the Institutional Repositories Clinic highlights the archives eligible for university use and exceptional discounts of up to 20% on overdue fees to encourage users to pay their fees. The e-services Clinic explains the services available on the Library Interactive Portal, particularly the Document Delivery service and library borrowing. Furthermore, demos showcased the latest upgrades in the library's registered library.

Conclusion

The study aimed to analyze the marketing strategies employed in promoting library and information services within the libraries of MJPRU. It sought to explore whether library staff actively engage in marketing their resources and identify the strategies and obstacles encountered in promoting library resources. Research findings indicated that university libraries utilize various strategies to market their resources, including pamphlets, library publications (memos, bulletins, newsletters), signage, posters, websites, radio, Twitter, email notifications, Facebook, and blogs. The results highlighted that library services' most commonly utilized strategies are publications, signage, and websites. Furthermore, the study revealed that using social media platforms such as Facebook, Twitter, and blogs is relatively limited.

Additionally, the Research identified a need for marketing strategy, uncertainty regarding what to market, insufficient resources, and inadequate funding as critical barriers. Consequently, it is crucial for university libraries to familiarize themselves with formal and innovative approaches to assess user needs effectively and develop suitable strategies and services that cater to the requirements of their users. University libraries must establish a comprehensive marketing plan that prioritizes user needs, facilitating the delivery of efficient and effective information services. Moreover, installing information and communication technology with a reliable internet connection in university libraries is essential to reach a broader user base. Embracing and utilizing forums for marketing library products and services within university libraries is highly recommended, as the benefits outweigh the associated costs. Furthermore, it is suggested that library schools revise their curriculum to incorporate elements of business and business models that encompass.

Numerous challenges are encountered by librarians, including being overwhelmed with multiple responsibilities, facing budget constraints, struggling with time management, and dealing with limited staff and resources. Experts are crucial in effectively promoting library resources and services to address these challenges and outperform competitors. The involvement of experts is vital in ensuring the success of these promotional efforts. A recent study conducted at the University Library has highlighted the significance of Library professors in promoting resources and services through various impactful methods such as online engagement, social networking, face-to-face interactions, user training, and exhibitions. Future Research will delve into the frequency of experts utilizing these strategies and other practical approaches to enhance resources and features, along with exploring promotional considerations like content selection and evaluating promotional initiatives in the digital era.

References

- [1] Ezech, Rose Uloma (2021). Significance of marketing library resources in libraries and information centres: Issues and prospects. *Journal of Library Services and Technologies*, 3(1), 13-24, 2021 ISSN: 2616-1354.
- [2] Kumar, Manish (2021). Marketing of Library Products and Services: A study. ISSN: 2454-342x Updated *Journal of Double Blind Peer Journal*: <https://veethika.qtanalytics.in> Research.

- [3] Mohd., Anwar and Zhiwei, Tang,(2021) "Methods of University Library Staff and Understanding the Marketing of Library Resources and Services in Balochistan Educational Libraries". Library and Practice Philosophy (e-journal).
- [4] Mohd, Khalid and Juryiah, Siti (2019). "Marketing of Library and Library Services at University Libraries: A study of the University of Malaya Central Library, Kuala Lumpur, Malaysia." Eurasia Proceedings of Educational & Social Sciences (EPESS), vol. 13.
- [5] Obi, H. E. (2023). "Library marketing indicators on students' patronage of information services in federal universities in south-south Nigeria", International Journal of Library and Information Science Studies.
- [6] Oluwatosin ,Adedoyin (2021) "Marketing Library and Information Services for Selected Libraries of the University of Southwestern Nigeria." Literature and Practice Philosophy.
- [7] Sewwandi, H. K. I., and Suraweera, S. A. D. H. N. (2022). "Information products and information services marketing in University Libraries in Sri Lanka", Library Progress (International), 42(1), 193–205.