

Librarian's Perception on Marketing of Information Resources and Services in Academic Libraries with Special Reference to Amhara Region, Ethiopia.

*** Dr. V. Ramadevi**

Assistant Professor, Department of Information Science, Faculty of Informatics, University of Gondar, Ethiopia.

Abstract

In the present scenario, information and communication technology plays a very important role. Due to the development of technology, internet has brought out some of the opportunities and challenges which provide the effective way of use the library information resources and services. Users can access the required information online irrespective of visiting the place and collecting the information as like ancient days. To improve some of the problems of information and communication technology resulting in underutilization of academic libraries, effort directed to promoting and creating awareness of library services is very important. Library staff can promote the use of the library through other means such as marketing of library services to its users. The role of academic libraries and information centres is to provide necessary information. The objectives of the study were why libraries should market their information resources and services; ways in which libraries market their information resources and services also impacts of marketing information resources and services in the academic Library. The study target population was 120 which comprised of library staff members. The study sample consisted to twenty members of the target group.

Key Words: Market, development, technology, library resources and services, academic libraries and communication

Introduction

Marketing is an integral part of all organization including libraries and information centres. Marketing is important for everyday life. Without marketing, there is no meaning of business life in the globe. Libraries need to market their resources and services. so as to achieve customer satisfaction, promote the image of the library and compete for customers and resources and services. Marketing information services in order to uplift the tools and technique to be adopted for better services for the benefits of its consumers. The aim of the library information centres, providing the right information to the right users at right time for the right purpose. Achieving this goal is possible through modest technology, marketing research and some of the suggestion to be adopted to improve the library information resources and services.

Statement of The Problem

Library and information centres are providing the necessary information to the users and satisfying the various needs of its users by providing books, non-book and book related materials both in print and softcopy. At the same time, it is also facing competition due to the development of technology. To meet out the competition, marketing their resources and services is important. The information resources are arranged in the library in the form of catalogue, classification, indexing and abstracting for the purpose of easy identification and recovery. The development of information and communication technology made the users to access and providing the necessary information from the comfort place. Due to this reason, less or no reason no use the library which leads to under-utilization and under-utilization of library resources. It has brought heavy competition from private information providers and cybercafés'. Library information centres

fails to provide information to the potential users. It is due to the less awareness about the library products and services. Academic libraries have pressure to market their services in order to retain their users. Therefore, it is necessary to study about the Academic librarian's perception towards Library information resources and services in Amhara Region, Ethiopia.

Objectives of The Study

1. To determine the perception of academic library heads towards marketing of information resources and services
2. To find out the perception of academic library staff towards marketing of information resources and services
3. To offer suitable recommendations to improve the marketing of information resources and services.

Literature Review

According to Jestin and Parameswari (2002) involves activities such as identifying user's needs, designing suitable services or products to meet their needs, communication and distribution to inform, motivate and serve the users.. Kumar (2014), marketing of information products and services is a concept of sensitively serving and satisfying the needs of all those who are involved in education, scholarship, research and development.

Methodology

The present study is based on descriptive survey method used. The sample size of the study consists of 120 academic library heads and staff in University of Gondar, Bahirdar University, Debre tabir University and Debre Markos University libraries in Amhara Region, Ethiopia. A structured questionnaire was used to collect the information for the study purpose. The data were analyzed by using simple percentage and Test for equality of means between series through E-Views Software. The respondents investigated the role of marketing library information resources. Two sets of questionnaires were prepared and distributed for the academic library heads as well as academic library staff for collection of data.

Results and Discussion

It is necessary for libraries to market their information resources and services. The opinion of the library heads and the library staff regarding marketing of information resources and services is important due to satisfy the users, compete the stakeholders, and promote the image of the library and serving the society. Some of the respondents pointed out that, information resources should not be marketed. Because it is waste of time, waste of resources and not professional ethics.

Table No.1 Percentage analysis of Marketing of information resources

S.No	Marketing of Information Resources	No of Respondents	Percentage
1	Yes	96	80
2	No	24	20
	Total	120	100

From the above table, It is clear that, 80% (96) of the respondents agreed that, libraries should market their information resources, while the remaining 20% (24) refused for marketing of information resources.

Table No.2 Percentage analysis of impact of marking information resources

S.No	Impact of marking information resources	No of Respondents	Percentage
1	Yes	84	70
2	No	36	30
	Total	120	100

From the above table, it is clear that, 70% (84) of the respondents agreed that, the impact of marketing information resources is useful to them and the remaining 30% (36) of the respondents did not value the impact of marketing information resources.

Table No.3 Percentage analysis of marketing methods used by the library

S.No	Marketing methods	No of Respondents	Percentage
1	Advertising	48	40
2	Publicity	24	20
3	Orientation	36	30
4	Extension Activities	12	10
	Total	120	100

From the above table, it revealed that the library uses advertising, publicity, orientation and other extension activities to market their resources. The study shows that, advertisement is the most powerful method of marketing the information and resources at the library followed by orientation and remaining 20% of the respondents revealed that, orientation is the method of marketing the information. The graph below represents summary of marketing methods used by the library.

Table 4. Percentage analysis of Perception of the academic library Heads and staff

Opinion	No.of. Respondents	Percentage
Not favour	22	18%
Moderate	72	60%
Highly favour	26	22%
Total	120	100%

The above table 4 indicates that, the perception of the academic library heads and staff towards the marketing of information resources. Nearly 60 % of the library heads and staff have a moderate opinion towards the marketing of information resources whereas 22 % of the library heads and staff possess a highly favorable opinion towards the marketing of information resource. Only 18% of the library heads and staff do not have a favorable opinion towards the marketing of information resources.

Position and perception of academic library heads and staff towards marketing of library services

0: There is no significant difference in position and perception of academic library heads and staff towards marketing of library services

1: There is significant difference in position and perception of academic library heads and staff towards marketing of library services

Figure 1 Test for equality of means between series

Method	df	Value	Probability	
Anova F-test	(2, 9)	8.271429	0.0091	
Welch F-test*	(2, 4.8848)	5.518144	0.0558	
*Test allows for unequal cell variances				
Analysis of Variance				
Source of Variation	df	Sum of Sq.	Mean Sq.	
Between	2	386.0000	193.0000	
Within	9	210.0000	23.33333	
Total	11	596.0000	54.18182	
Category Statistics				
Variable	Count	Mean	Std. Dev.	Std. Err. of Mean
HIGHLY_F	4	6.500000	2.081666	1.040833
MODERATE	4	18.000000	6.324555	3.162278
NOT_FAVO	4	5.500000	5.066228	2.533114
All	12	10.000000	7.360830	2.124889

Above figure 1 shows that the relationship between relationship between position and perception of academic library heads and staff towards marketing of library services. At 2% level of significance the F table value is 4.26. The F table value is less than F calculated value. $F_{\text{Tabulated}} < F_{\text{Calculated}}$ i.e. $4.26 < 8.27$. So H_0 is rejected and H_1 is accepted. So there is significant difference in position and perception of academic library heads and staff towards marketing of library services.

Position and perception of academic library heads and staff towards impact of marketing of library services

0: There is no significant difference in position and perception of academic library heads and staff towards impact of marketing of library services

1: There is significant difference in position and perception of academic library heads and staff towards impact of marketing of library services

Figure 2 Test for equality of means between series

Method	df	Value	Probability	
Anova F-test	(2, 9)	1.606195	0.2532	
Welch F-test*	(2, 5.60661)	1.397240	0.3218	
*Test allows for unequal cell variances				
Analysis of Variance				
Source of Variation	df	Sum of Sq.	Mean Sq.	
Between	2	60.50000	30.25000	
Within	9	169.5000	18.83333	
Total	11	230.0000	20.90909	
Category Statistics				
Variable	Count	Mean	Std. Dev.	Std. Err. of Mean
HIGHLY_F	4	12.75000	6.238322	3.119161
MODERATE	4	10.00000	2.708013	1.354006
NOT_FAVO	4	7.250000	3.201562	1.600781
All	12	10.00000	4.572646	1.320009

Above figure 2 shows that the relationship between relationship between position and perception of academic library heads and staff towards impact of marketing of library services. At 2% level of significance the F table value is 4.26. The F table value is more than F calculated value. $F_{\text{Tabulated}} > F_{\text{Calculated}}$ i.e. $4.26 > 1.61$. So 1 is rejected and 0 is accepted. So there is no significant difference in position and perception of academic library heads and staff towards impact of marketing of library services.

Academic library heads and perception of marketing methods used by the library

0: There is no significant difference in academic library heads and perception of marketing methods used by the library

1: There is no significant difference in academic library heads and perception of marketing methods used by the library

Figure 3 Test for equality of means between series

Method	df	Value	Probability	
Anova F-test	(3, 8)	1.064163	0.4167	
Welch F-test*	(3, 4.32958)	0.755278	0.5709	
*Test allows for unequal cell variances				
Analysis of Variance				
Source of Variation	df	Sum of Sq.	Mean Sq.	
Between	3	170.0000	56.66667	
Within	8	426.0000	53.25000	
Total	11	596.0000	54.18182	
Category Statistics				
Variable	Count	Mean	Std. Dev.	Std. Err. of Mean
ADVERTISI	3	16.00000	8.888194	5.131601
EXTENSIO	3	6.333333	4.932883	2.848001
ORIENTAT	3	7.333333	6.110101	3.527668
PUBLICITY	3	10.33333	8.504901	4.910307
All	12	10.00000	7.360830	2.124889

Above figure 3 shows that the relationship between academic library heads and perception of marketing methods used by the library. At 3% level of significance the F table value is 4.07. The F table value is less than F calculated value. $F_{\text{Tabulated}} < F_{\text{Calculated}}$ i.e. $4.07 > 1.06$. So 1 is rejected and 0 is accepted. So there is no significant difference in academic library heads and perception of marketing methods used by the library.

Academic library staff and perception of marketing methods used by the library

0: There is no significant difference in academic library staff and perception of marketing methods used by the library

1: There is no significant difference in academic library staff and perception of marketing methods used by the library

Figure 4 Test for equality of means between series

Method	df	Value	Probability	
Anova F-test	(3, 8)	4.693333	0.0357	
Welch F-test*	(3, 4.28829)	1.818749	0.2761	
*Test allows for unequal cell variances				
Analysis of Variance				
Source of Variation	df	Sum of Sq.	Mean Sq.	
Between	3	146.6667	48.88889	
Within	8	83.33333	10.41667	
Total	11	230.0000	20.90909	
Category Statistics				
Variable	Count	Mean	Std. Dev.	Std. Err. of Mean
ADVERTISI	3	7.333333	2.081666	1.201850
EXTENSIO	3	8.000000	1.732051	1.000000
ORIENTAT	3	8.666667	2.516611	1.452966
PUBLICITY	3	16.00000	5.291503	3.055050
All	12	10.00000	4.572646	1.320009

Above figure 4 shows that the relationship between academic library heads and perception of marketing methods used by the library. At 3% level of significance the F table value is 4.07. The F table value is less than F calculated value. $F_{\text{Tabulated}} < F_{\text{Calculated}}$ i.e. $4.07 < 4.69$. So H_0 is rejected and H_1 is accepted. So there is significant difference in academic library staff and perception of marketing methods used by the library.

Table 5 Perception on marketing of library services by academic library heads and staff

Perception	Mean	Standard Deviation
Marketing is a process of information responsible to identify, anticipate, exchange and satisfy the customers' needs and wants	3.34	0.66
Marketing services is directly related to the organizational objectives.	3.27	0.73
Marketing places importance on the user's needs and desire	3.62	0.69
Users can easily identify and utilize library services with the support of marketing services	3.29	0.71
Marketing takes library services from the library to end users in academic library	3.31	0.76
Marketing services can change users perception about libraries and library heads and staff view	3.26	0.72
Marketing services is important for the organizational perspective like libraries.	3.47	0.65

The table 5 reveals that, the perception of marketing of academic library services were accepted by the respondents. The academic library staff perceived that, marketing library services used for marketing is a process of information responsible to identify, anticipate, exchange and satisfy the customers' needs and wants and marketing services is directly related to the organizational objectives. In addition to, marketing

places importance on the user's needs and desire, users can easily identify and utilize library services with the support of marketing services, marketing takes library services from the library to end users in academic library, marketing services can change users perception about libraries and library staff view, marketing services is important for the organizational perspective like libraries. Therefore, academic library heads and staff have a positive perception towards marketing of library services by analyzed mean and standard deviation.

Table 6 Perceived challenges in marketing library services by academic library heads and staff

Perception	Mean	Standard Deviation
Marketing concepts are ignored which discourages the library staff from applying the concept from marketing to libraries	2.73	0.84
It is attempt to marketing library services which do not supports library staff for library management	2.69	0.93
The concept of marketing is costly for academic libraries perspective	2.65	0.94
Libraries are supplying information to potential users which affects the application of marketing concept	2.84	0.88
Inadequate training for the academic library staff	2.74	0.83

The table 6 reveals that, perceived challenges in marketing of library services were accepted by the academic library staff. The challenges includes marketing concepts are ignored, inadequate support by the library administration; marketing is costly, supplying information to potential users which affects the application of marketing concept and inadequate training to the academic library staff.

Conclusion

Academic library staff has a high opinion as well as positive attitude on marketing of library resources and services. Academic library staff is aware of marketing services which enable them to improve the services in terms of satisfying the users of library products and services. Library professionals are grasping the marketing approach, as it is essential instrument for competition edge. Academic library staff are faced some of the challenges in marketing of library resources and services such providing necessary information, clientele, demand, expectations, cost incurred for marketing, lack of knowledge on the concept of marketing, lack of support from the library management. There is large number of users and library staff agreed that, the need for marketing its services and resources. The various method of marketing technique will be helpful for marketing of information services for the library in the contemporary scenario. Libraries have option to mixing traditional and online marketing to reinforce the approach. Academic library staff must be motivated by the commitment for creating the image of the libraries which impact on social upliftment and better quality of life in this era.

Recommendations

- Academic library staff should be trained efficiently to improve their skills and knowledge about perception on marketing information services. It can be possible by conducting national seminar, conference, workshop, knowledge sharing sessions and short term courses related to library information services. It helps to identify the strength, weakness, opportunity and threat in this competitive environment.
- Academic library should employ a library staff having the marketing skills and knowledge. Library staff should conduct a research for market survey to include various promotional activities such as service delivery like documentation services –indexing and abstracting services, reference services like –ready reference and long range reference services and etc.
- Academic library should have a public relation officer for improve library image, establish the relationship with stakeholders, media partner who supports for financing. He can also organize the

workshop / conference / seminar to train their staff related to public relation which enable them to develop the image of the library.

- It is also suggested that, enough finance should be given to the library. So they can able to market its information resources and services fully. Marketing of library information services is possible by utilizing enough funds which leads to successful.

References

- [1] Coote, Halen (1994). How to market your library services effectively. The Aslib know how series, Ed. S.P. Wabb, The Association for information management, 1994.
- [2] Jestin, K. K. J. & Parameswari, B. (2002) Marketing of information products and services for libraries in India. Retrieved from <http://www.webpages.uidaho.edu/~mbolin/jestin2.html>.
- [3] Kalvulya J (2004) Marketing of Libraries. A case study of selected libraries in Kenya Library Management Vol. 25 (3) P 118 – 126.
- [4] Kotler, P (1994) Marketing management: Analysis planning, Implementation and Control. New Jersey Englewood Cliffs: Prentice Hall.
- [5] Kotler, P (1996) Principles of marketing 7th Ed. New Jersey Printence Hall P 5 – 21
- [6] Kotler, P (2004) Marketing Management 13th Ed. New Jersey Printince Hall P47.
- [7] Kumar, A. (2014) Marketing of information products and services in Kurukshetra University library in the discipline of social science: A study. *IOSR Journal of humanities and social science*, 1(2), 72-85
- [8] Morgan P and Noble S (1992) Marketing Library and Information Services in the 1990s Australian Journal Vol. (ii) 283 – 293
- [9] Ranganathan, S.R. (1961) Reference Services. Madras: Madres Library Association.
- [10] Shuva NZ (2010). Integrating ICT into university curriculum: a proposal for the faculty of arts, university of Dhaka, Bangladesh, Proceedings of Informing Science & IT Education Conference (InSITE): 487-502. Available at: <http://proceedings.informingscience.org/InSITE2010/InSITE10p487502Shuva843.pf>.
- [11] Shuva NZ, Akter R (2011). Bridging digital divide through pubic, school and college libraries: a case study of Bangladesh. *J. Bangladesh Assoc. Young Res.* 1(1):49-77.
- [12] Weingand, D (1998) Future driven library Marketing Chicago American Library Association P.13.