

## Marketing of LIS Products and Services in Select Economics Libraries in Delhi

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### ABSTRACT

This paper deals with marketing of Library and Information Sciences products and services of the select economics libraries in Delhi. Marketing, nowadays, is becoming imperative to be applied as it helps a lot to not only overcome the problem of underutilisation of library resources but also help in organisation and management of libraries in much more efficient and effective manner. The paper is a research effort which is being conducted to critically assess the application of marketing philosophy, techniques, and methods adopted by the libraries under study.

**Keywords:** Marketing, LIS products, library and information services, Institute of Economic Growth (IEG), National Council of Applied Economic Research (NCAER), Ratan Tata Library (RTL), National Institute of Public Finance and Policy (NIPFP)

### 1. INTRODUCTION

Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants. It is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that satisfy customer and organisational objectives<sup>1</sup>.

‘Marketing’ is often misused and confused with selling, which is part of the marketing technique. Selling only focuses on the needs of the seller while marketing on the needs of the buyer. Selling is preoccupied with the seller’s need to convert the product into cash; marketing, with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming it<sup>2</sup>. Marketing is both a concept dedicated to meeting customer requirements and a range of techniques which enables the company to determine those requirements and ensure they are met. The American Marketing Association defines marketing as “The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization goal<sup>3</sup>.” Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others<sup>4</sup>.

#### 1.1 Marketing by Libraries

The library has many products and services that it can market. Each library needs to identify what it

wishes to market and how. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. Marketing plan needs to be developed and implemented with ongoing enhancement of the services and products should follow<sup>5</sup>.

*Product*—A product is something, which a customer buys so as to lead the life or to solve the problems coming in day-to-day life. A product must be customer-oriented, capable of providing all the necessary benefits desired or expected by the customer.

*Services*—A service is any act or performance that one party can offer to another that is essentially intangible and doesn’t result in the ownership of anything.

*People*—Experts, specialists, consultants, cataloguer, assifier, bibliographer, translator, abstractor, indexer.

*Places*—Libraries and its different departments.

*Some LIS services are:* (i) Current Awareness Service (CAS)—Traditional and Computerised; (ii) Selective Dissemination of Information (SDI)—Manual and Computerised; (iii) Reference Service; (iv) Translation Service; (v) Document Delivery Service; (vi) Reprographic Service; (vii) Indexing and Abstracting Service; (viii) Referral Service; (ix) Information Consolidation & Repackaging; and (x) Online Search Service, etc.

*Some LIS Products are:* (i) Compilation of Indexes and Abstracts; (ii) Profiles of Specialists; (iii) Compilation of Need Based Bibliographies; (iv) Current Content

Files; (v) In-House Generated Information Products; (vi) Catalogue; (vii) List of new acquisitions; (viii) Bibliographies; and (ix) Library Publications, etc.

**2. LITERATURE REVIEW**

Numerous literature have been published on marketing aspect in libraries all over the world but still the field has not yet evolved to be a robust field in librarianship. Some of the conceptual studies, surveys, etc., have been conducted by scholars. Amritpal Kaur & Rani<sup>6</sup> in their article have assessed the attitude of the users towards the marketing of information services and products of university libraries. Dhawan<sup>7</sup> in his case study has identified that the marketing of scientific and technical information by special libraries using internal resources has been examined in the context of marketing programmes at the NPL Library. Gupta & Jambhekar<sup>8</sup> in their article point out that philosophically, users are the central entity in all types of the libraries and the library need marketing to reach to the patrons. Haravu<sup>9</sup> in his article discusses the concept of marketing, relevance of marketing concept for libraries and further, provided some thoughts on marketing of library and information services in India. Jestin and Parameswari<sup>10</sup> in their paper has discusses about information management and marketing and pointed out different marketing activities, techniques and strategies. They have also discussed how to create a market and professional skills required for marketing. Kottai<sup>11</sup> in his study focuses on promoting technical information products and services. Presents marketing tips and techniques and lists various promotional activities. Nikam<sup>12</sup> in his paper intends to present the significance of promoting library use in the knowledge era. Ramanna and Ranganath<sup>13</sup> in their article discuss the concept of marketing in NICFOS services, which are marketed by NICFOS and discuss about the marketing trends and prospects. Rowley<sup>14</sup> examines some of the key concepts concerned with customers and consumer buyer behavior. It starts by seeking to explore the concept of customer for library and information services and notes the role of users, influencers and deciders. Many library and information services deal with internal customers. In order to offer an effective service to customers, it is important to identify the benefits sought by different groups or segments and to understand the consumer decision-making process which is important in determining purchase in behavior and the use of the services.

**3. OBJECTIVES**

The present study covers the marketing aspects in Institute of Economic Growth (IEG), National Council of Applied Economic Research (NCAER), Ratan Tata Library (RTL), and National Institute of Public Finance and Policy (NIPFP).

The main objectives of the study are to:

- (a) Examine awareness among users about the product and services of libraries under study;

- (b) Explore users' willingness to pay for the information products and services and to know the satisfaction level of users with the collection, services and products provided by the library;
- (c) Know the existing status of marketing of LIS products and services and tools and techniques used for promotion of LIS products and services in the libraries under study;
- (d) Know the librarians' opinion about the concept of marketing and its use.

**5. METHODOLOGY AND ANALYSIS**

After scanning carefully the existing literature available in the area of study, two well-structured questionnaires for users' and librarians were designed and distributed personally. It was observed that most of the respondents responded all the questions in questionnaire. Overall it may be remarked that the response to the questionnaires was very good. The responses received from both the questionnaires were helpful in drawing conclusion.

The data collected through questionnaire administered to the librarians in the four libraries have been analysed and presented in a comparative manner with a view to identify the marketing of LIS products and Services.

**5.1 Library Finance**

Table 1 shows that the sources of finance of four libraries and it can be seen that all the four libraries receive special grant and IEG and NCAER libraries don't have any other source of finance. RTL gets its finance from three heads that is UGC-Grants, Special Grant and library fee, whereas NIPFP library finance comprise only special grant and library fines. No library under study has its sources of finance through marketing of products and services and, separate funds for marketing activities

**Table 1. Library finance**

Library	UGC-grant	Special grant	Library fee	Library fines	Marketing
RTL	√	√	√	-	-
IEG	-	√	-	-	-
NCAER	-	√	-	-	-
NIPFP	-	√	-	√	-

**5.2 Budget Allocation for Marketing**

All the libraries allocate less than 1% of total budget for marketing activities and furthermore, in all the four libraries the decision of spending the money on marketing or any other activity is taken by the library committee.

**5.3 Need of Marketing**

When the librarians were asked about the need of marketing of LIS products and services all were in favor of marketing except NIPFP library, according to NIPFP the need of marketing is apparent to society. Except

NIPFP all are agree that by marketing users will be aware about the products and services of the library, it will help to compete for customers; will be very useful for balancing shrinking budget.

#### 5.4 Tools and Techniques used for Promotion of LIS Products and Services

Table 2 shows that all the four libraries are promoting their products and services. Both methods of promotion, i.e., traditional and internet are adopted. All the four libraries are promoting through orientation programme, display of latest arrivals, face to face communication and through website. Annual report is used as promotional tool by RTL, IEG and NIPFP. Only IEG and NIPFP libraries distribute pamphlets/brochures for the promotion. RTL and NIPFP use e-mail to inform users about the new services and products of the library.

**Table 2. Tools and techniques used for promotion of LIS products and services**

Method of promotion	RTL	IEG	NCAER	NIPFP
Annual report	√	√	-	√
User orientation programmes	√	√	√	√
Display latest arrivals	√	√	√	√
Pamphlets/poster/brochures	-	√	-	√
Face to face communication	√	√	√	√
Website	√	√	√	√
Blog	-	-	-	-
Wiki	-	-	-	-
Facebook	-	-	-	-
Twitter	-	-	-	-

#### 5.5 Library Services

Table 3 depicts the various services provided by the respective libraries. All the four libraries are providing the services free of cost except the photocopying service.

#### 5.6 Library Products

Table 4 provides the various information products the libraries offer to the users. The products which are provided by the respective libraries are provided free of cost.

#### 5.7 User Satisfaction (Library Environment)

Thirty five questionnaires were distributed in each library. The highest response rate 25 (71.43%) was from RTL. Its 15 (60%) respondents were male and 10 (40%) were female. The response rate of IEG and NIPFP is same 23 (65.71%). The second rank is of NCAER from where 24 (68.57%). In IEG 16 (69.57%) were male and 7 (30.43%) were female respondents and in NCAER 17 (70.83%) were male and 7 (29.17%) were female. In NIPFP 18 (78.26%) were male and 5 (20.83%) were female.

Table 5 shows the satisfaction of the users regarding structure and environment of the library. 69.57% of NIPFP users are very much satisfied with the structure and environment of the library followed by NCAER (45.83%), IEG (26.09%) and the least satisfied users among these four libraries are from RTL it comprised the 20% of the total users are very much satisfied with the structure and environment of the library. 43.48% users of IEG are very satisfied followed by NCAER (37.50%), RTL (20%) and then NIPFP (17.39%) and 56% users of RTL are satisfied followed by IEG (21.74%), NCAER (12.50%) and at last NIPFP (8.70%). Only 4%

**Table 3. Library services**

Services	RTL			IEG			NCAER			NIPFP		
	Free	Charged	NP	Free	Charged	NP	Free	Charged	NP	Free	Charged	NP
Circulation	√	-	-	√	-	-	√	-	-	√	-	-
Inter library loan	√	-	-	√	-	-	√	-	-	√	-	-
Reference service	√	-	-	√	-	-	√	-	-	√	-	-
Current awareness service	√	-	-	√	-	-	√	-	-	√	-	-
Selective dissemination of information	√	-	-	√	-	-	√	-	-	√	-	-
Document delivery service	√	-	-	√	-	-	√	-	-	√	-	-
Indexing service	√	-	-	√	-	-	√	-	-	√	-	-
Abstracting service	√	-	-	√	-	-	√	-	-	-	-	√
Bibliographic service	√	-	-	√	-	-	√	-	-	√	-	-
CD-ROM search service	√	-	-	√	-	-	√	-	-	√	-	-
News paper clipping service	-	-	√	√	-	-	√	-	-	√	-	-
Reprographic service	-	√	-	-	√	-	-	√	-	-	√	-
Translation service	-	-	√	-	-	√	-	-	√	√	-	-
OPAC	√	-	-	√	-	-	√	-	-	√	-	-

NP - Not provided

**Table 4. Library and information science products**

Products	RTL			IEG			NCAER			NIPFP		
	Free	Charged	NP	Free	Charged	NP	Free	Charged	NP	Free	Charged	NP
Journals	√	-	-	√	-	-	√	-	-	√	-	-
Abstracting/Indexing	√	-	-	√	-	-	√	-	-	√	-	-
Bulletin	√	-	-	√	-	-	√	-	-	√	-	-
News Letters	√	-	-	√	-	-	√	-	-	-	-	√
Press Clippings	-	-	√	√	-	-	√	-	-	√	-	-
Bibliographical List	√	-	-	√	-	-	√	-	-	√	-	-
Documentation List	√	-	-	√	-	-	√	-	-	√	-	-
Online/CD-ROM Database	√	-	--	√	-	-	-	-	√	√	-	-

NP - Not provided

**Table 5. Users satisfaction (library structure and environment)**

Library	Highly satisfied	Very satisfied	Satisfied	Some how	Not satisfied	Total
RTL	5 (20)	5 (20)	14 (56)	1 (4)	0 (0)	25 (100)
IEG	6 (26.09)	10 (43.48)	5 (21.74)	0 (0)	2 (8.7)	23 (100)
NCAER	11 (45.83)	9 (37.5)	3 (12.5)	0 (0)	1 (4.17)	24 (100)
NIPFP	16 (69.57)	4 (17.39)	2 (8.7)	0 (0)	1 (4.35)	23 (100)

users of RTL are somehow satisfied. Further, maximum number of users who are not satisfied is from the IEG library (8.70%) followed by NIPFP (4.35%) and NCAER (4.17%) and further, in RTL 100 % users are satisfied with library structure and environment.

### 5.8 Helpfulness of Library Staff

Table 6 shows the helpfulness of library staff to users. There is none library where the library staff are not helpful at all. Most helpful staff is from NIPFP, 69.57% respondents respond, followed by NCAER (62.50%), IEG (56.52%), and then RTL (32%). Further, 60% users of the RTL responds that Library staff are helpful while in NCAER, IEG and NIPFP help staff are 29.17%, 26.09%, 17.39% respectively. And the IEG users (13.04%) are undecided about the helpfulness of the library staff, 8.70% in NIPFP, 8.33% in NCAER and 4% in RTL.

Furthermore, it is found that there is no least helpful library staff in NCAER library while in IEG and NIPFP both have 4.35% users who believe that library staff is least helpful. There is only 4% least helpful library staff in RTL.

### 5.9 User Satisfaction (Collection)

Table 7 shows that the highest percentage of users who are very much satisfied with the collection are in NIPFP library with 78.26% whereas in other three libraries users of NCAER library with 50%, IEG library with 17.39% and the 12% users of RTL are very much satisfied with the collection of the library. Further, 37.50% users of the NCAER library are very satisfied followed by IEG (26.09%), RTL (24%) and NIPFP with 13.04% and 52 % users of the RTL are satisfied with library collection followed by IEG (43.48%), NCAER

**Table 6. Helpfulness (Library staff)**

Library	Most helpful	Helpful	Undecided	Least helpful	Not at all	Total
RTL	8 (32)	15 (60)	1 (4.00)	1 (4)	0 (0)	25 (100)
IEG	13 (56.52)	6 (26.09)	3 (13.04)	1 (4.35)	0 (0)	23 (100)
NCAER	15 (62.5)	7 (29.17)	2 (8.33)	0 (0)	0 (0)	24 (100)
NIPFP	16 (69.57)	4 (17.39)	2 (8.7)	1 (4.35)	0 (0)	23 (100)

**Table 7. Satisfaction (library collection)**

Library	Highly satisfied	Very satisfied	Satisfied	Not that much	Not at all	Total
RTL	3 (12)	6 (24)	13 (52)	3 (12)	0 (0)	25 (100)
IEG	4 (17.39)	6 (26.09)	10 (43.48)	3 (13.04)	0 (0)	23 (100)
NCAER	12 (50)	9 (37.5)	2 (8.33)	0 (0)	1 (4.17)	24 (100)
NIPFP	18 (78.26)	3 (13.04)	1 (4.35)	1 (4.35)	0 (0)	23 (100)

(8.33%) and NIPFP (4.35%) is lowest among these four libraries. Moreover it is found that not that much satisfied users are highest in IEG library with 13.04% followed by RTL with 12% and NIPFP with 4.35%, there is no user in this category from NCAER library and only 4.17% users of NCAER library are completely dissatisfied with the library collection while in rest of the three libraries there is no user who is completely dissatisfied with the collection.

### 5.10 Price Charged by Library

When the users are asked about the price charged for service or products by the libraries, 3(12 %) users of RTL responded that library charged while 22(88%) users said that library does not charge for its services or products irrespective of the fees is paid at the time of admission in the course. In IEG library 2(8.70%) users responded that library charged, while 21(91.30%) user said it does not charge. In NCAER library 100% user said that library does not charge. In NIPFP library 6(26.09%) user said yes while 73.91 said no regarding the price charged by the library.

### 5.11 Orientation/Teaching Programme Organised

Table 8 shows the responses of respondents given regarding the orientation/teaching programme organised by the concerned libraries. 17(78.26%) users of NIPFP library said that their library organise orientation programme

**Table 8. Orientation programme(s) organised**

Library	Yes	No	Total
RTL	7 (28)	18 (72)	25 (100)
IEG	8 (34.78)	15 (65.52)	23 (100)
NCAER	7 (29.17)	17 (70.83)	24 (100)
NIPFP	17 (73.91)	6 (26.09)	23 (100)

for effective use of the library, and 8(34.78%) of IEG, 7(29.17 %) of NCAER and 7(28% ) of RTL also said yes, respectively.

### 5.12 Awareness, Use and Satisfaction of Library Service

#### 5.12.1 Circulation Service

Table 9 shows the users awareness about the circulation service, its use and satisfaction with the service. In all the four libraries most of the users are aware about the circulation service provided by their library. 95.65% users of each IEG and RTL are aware about the Circulation service, the lowest number of users are aware in NCAER library which is 87.5%. Maximum number of users who used this service is in RTL comprising of 91.30%, while most satisfied users are from the NCAER library.

#### 5.12.2 Inter Library Loan Service

Table 9 shows the data collected for the inter library loan service. The lowest awareness among the users for

**Table 9. Users'awareness, use and satisfaction (circulation, interlibrary loan, reference service and current awareness service)**

Library	Awareness		Used		Satisfaction	
	Yes	No	Yes	No	Yes	No
<b>Circulation</b>						
RTL	23 (92)	2 (8)	21 (91.3)	2 (8.70)	18 (85.71)	3 (14.29)
IEG	22 (95.65)	1 (4.35)	20 (90.91)	2 (9.09)	18 (90)	2 (10)
NCAER	21 (87.5)	3 (12.50)	19 (90.48)	2 (9.52)	18 (94.74)	1 (5.26)
NIPFP	22 (95.65)	1 (4.35)	18 (81.82)	4 (18.18)	16 (88.89)	2 (11.11)
<b>Inter Library Loan</b>						
RTL	20 (80)	5(20)	18 (90)	2 (10)	15 (83.33)	3 (16.67)
IEG	12 (52.17)	11(47.83)	10 (83.33)	2(16.67)	7 (70)	3 (30)
NCAER	19 (79.17)	5 (20.83)	16 (84.21)	3 (15.79)	13 (81.25)	3 (18.75)
NIPFP	21 (91.30)	2 (8.70)	16 (76.19)	5 (23.81)	13 (81.25)	3 (18.75)
<b>Reference Service</b>						
RTL	15 (60)	10 (40)	12 (80)	3 (20)	9 (75)	3(25)
IEG	18 (78.26)	5 (21.74)	15 (83.33)	3 (16.67)	13 (86.67)	2(13.33)
NCAER	18 (75)	6 (25)	17 (94.44)	1 (5.56)	15 (88.24)	2(11.76)
NIPFP	22 (95.65)	1(4.35)	19 (86.36)	3 (13.64)	17 (89.47)	2(10.53)
<b>Current Awareness Service</b>						
RTL	8 (32)	17 (68)	5 (62.50)	3 (37.50)	3 (60)	2(40)
IEG	13 (54.17)	11 (45.83)	10 (76.92)	3 (23.08)	8 (80)	2(20)
NCAER	20 (83.33)	4 (16.67)	18 (90)	2 (10)	16 (88.89)	2(11.11)
NIPFP	18 (78.26)	5 (21.74)	13(72.22)	5 (27.78)	10 (76.92)	3(23.08)

this service is found in IEG library which is 52.17% and the maximum from NIPFP library it is 91.30%. The maximum number of users who uses this service is in RTL library (90%) and the lowest are in NIPFP (76.19%) library. The most satisfied user with the service is in RTL (83.33%) and least satisfied are in IEG library (70%).

5.12.3 Reference Service

Table 9 depicts the data regarding the reference service. Maximum numbers of users who are aware about the service are from the NIPFP library, it is 95.65% and the lowest from RTL it is 60%. The number of users who used this service is maximum from NCAER (94.44%) and minimum from RTL (80%). Maximum numbers of satisfied users with this service are from NIPFP (89.47%) and the lowest from RTL (75%).

5.12.4 Current Awareness Service

Table 9 shows users awareness, use and satisfaction with the current awareness service. The maximum number of users who are aware about this service is from the NCAER (83.33%) and the lowest is from RTL (32%). Maximum number users of this service are from NCAER (90%) and the lowest from RTL (62.50%). 88.89% satisfied users with the service are from the NCAER which is highest among these libraries and the lowest is from the RTL (60%).

5.12.5 Selective Dissemination of Information Services

Regarding the users' awareness of selective dissemination of information services provided by their libraries NCAER (83.33%) is the highest and the lowest is in RTL (20%). Maximum users, who used this service are from IEG (87.50%) and minimum is from RTL (40%). The highest per cent satisfied users of this service are from RTL and NCAER which is 100% respectively (Table 10).

5.12.6 Document Delivery Service

As per the data about the document delivery service of the four libraries, awareness among the users regarding

this service is maximum in NIPFP (78.26%) and the minimum in RTL (48%). Maximum number of users using this service are from NIPFP (88.89%) and lowest from the IEG (62.50%). Highest number of satisfied users is from the RTL and NIPFP comprising 75% each library of the total users who are using this service (Table 10).

5.12.7 Indexing Service

Table 10 shows the users responses for the indexing service. The awareness regarding the indexing service is highest in the users of NCAER library (70.83%) and the lowest is in the users of RTL (28%). Users who used the service among the aware users are the maximum from NCAER (82.35%) and the minimum is from RTL (42.86%). Maximum satisfied users are from the NCAER library (78.57%) and the minimum from two libraries these are RTL and IEG having satisfied 66.67% satisfied users each.

5.12.8 Abstracting Service

The highest per cent of users who are aware about abstracting service are from NCAER (66.67%) and lowest per cent is from RTL (40%). The users used this service out of those who are aware about the service are maximum from IEG (76.92%) and the lowest from RTL (40%). The satisfied users out of those who used this service are highest from the IEG Library (80%) and the lowest from NIPFP (66.67%) (Table 10).

5.12.9 Bibliographic Service

Table 10 shows the data about the bibliographic services provided by the libraries under study. It is revealed from the above table that highest number of the users who are aware about the service are from IEG (60.87%) and the lowest from RTL (32%). This service is highly used by the users of the NCAER (90.91%) and the lowest by the users of RTL (37.50%). 70% users of each NCAER and NIPFP are satisfied with the service which is highest among the libraries under study.

**Table 10. Users' awareness, use and satisfaction (selective dissemination of information, document delivery, indexing service, abstracting service, and bibliographic service, CD-ROM search service)**

Library	Awareness		Used		Satisfaction	
	Yes	No	Yes	No	Yes	No
<b>Selective Dissemination of Information</b>						
RTL	5 (20)	20 (80)	2 (40)	3 (60)	2 (100)	0 (0)
IEG	8 (34.78)	15 (65.22)	7 (87.50)	1 (12.50)	5 (71.43)	2 (28.57)
NCAER	20 (83.33)	4 (16.67)	17 (85)	3 (15)	17 (100)	0 (0)
NIPFP	19 (82.61)	4 (17.39)	14 (73.68)	5 (26.32)	13 (92.86)	1 (7.14)
<b>Document Delivery Service</b>						
RTL	12 (48)	13 (52)	8 (66.67)	4 (33.33)	6 (75)	2 (25)
IEG	16 (69.57)	7 (30.43)	10 (62.50)	6 (37.50)	7 (70)	3 (30)
NCAER	18 (75)	6 (25)	13 (72.22)	5 (27.78)	9 (69.23)	4 (30.77)
NIPFP	18 (78.26)	5 (21.74)	16 (88.89)	2 (11.11)	12 (75)	4 (25)

**Indexing Service**

RTL	7 (28)	18 (72)	3 (42.86)	4 (57.14)	2 (66.67)	1 (33.33)
IEG	12 (52.17)	11 (47.83)	9 (75)	3 (25)	6 (66.67)	3 (33.33)
NCAER	17 (70.83)	7 (29.17)	14 (82.35)	3 (17.65)	11 (78.57)	3 (21.43)
NIPFP	13 (56.52)	10 (43.48)	10 (76.92)	3 (23.08)	7 (70)	3 (30)

**Abstracting Service**

RTL	10 (40)	15 (60)	4 (40)	6 (60)	3 (75)	1 (25)
IEG	13 (56.52)	10 (43.48)	10 (76.92)	3 (23.08)	8 (80)	2 (20)
NCAER	16 (66.67)	8 (33.33)	11 (68.75)	5 (31.25)	8 (72.73)	3 (27.27)
NIPFP	12 (52.17)	11 (47.83)	9 (75)	3 (25)	6 (66.67)	3 (33.33)

**Bibliographic Service**

RTL	8 (32)	17 (68)	3 (37.50)	5 (62.50)	1 (33.33)	2 (66.67)
IEG	14 (60.87)	9 (39.13)	11 (78.57)	3 (21.43)	6 (54.55)	5 (45.45)
NCAER	13 (54.17)	11 (45.83)	10 (90.91)	1 (9.09)	7 (70)	3 (30)
NIPFP	13 (56.52)	10 (43.48)	10 (76.92)	3 (23.08)	7 (70)	3 (30)

**CD-ROM Search Service**

RTL	17 (68)	8 (32)	10 (58.82)	7 (41.18)	7 (70)	3 (30)
IEG	13 (56.52)	10 (43.48)	10 (76.92)	3 (23.08)	8 (80)	2 (20)
NCAER	13 (54.17)	11 (45.83)	9 (69.23)	4 (30.77)	6 (66.67)	3 (33.33)
NIPFP	19 (82.61)	4 (17.39)	18 (94.74)	1 (5.56)	16 (88.89)	2 (11.11)

*5.12.10 CD-ROM Search Service*

As per Table 10, the highest per cent of the users who are aware about the service are from the NIPFP (82.61%) and the lowest from the NCAER (54.17%). This service is highly used by the users of NIPFP (94.74%) and poorly used by the users of the RTL (58.82%). Maximum number of users of the NIPFP (88.89%) library are satisfied with the service and the minimum is from the NCAER (66.67%).

*5.12.11 Newspaper Clipping service*

Table 11 shows responses received for the Newspaper Clipping service provided by the libraries under study. It shows that maximum numbers of users who are aware about the service are from the NIPFP (82.61%) and the lowest from the RTL (20%). Satisfaction with the service is found maximum in the users of the RTL (100%) and the lowest in IEG (71.43%).

*5.12.12 Reprographic service*

Table 11 shows the users responses for the reprographic service. Highly awareness is found in the users of the NCAER (91.67%) and the poorly aware users are from the IEG (52.17%). Reprographic service is highly used by the RTL (100%) users and poorly used by the users of IEG (83.33%). Maximum numbers of users who are satisfied with the service are from the IEG (90%) and NCAER (90%), while the least satisfied users among these four libraries are from RTL (85.71%)

*5.12.13 Translation service*

Table 11 shows the data collected for the translation service. It is clear from the above data that highest

numbers of users who are aware about the translation service are from the NCAER (66.67%) and the lowest are from the IEG (8.70%). The maximum number of users who used this service is from the NCAER (62.50%) and the lowest from the RTL (33.33%). Regarding the satisfaction users who used the service 100% are satisfied in RTL and there is no one satisfied in IEG library with the service.

*5.12.14 OPAC*

The number of highest users who used this OPAC service is from the two libraries, viz., IEG and NIPFP. Each library has 95.65% users aware about the service, and the lowest numbers of users who are aware about this service are from NCAER (91.67%). Users of IEG and NCAER are highly using this service i.e. from each library 90.91% users. 90% users of the NCAER library are satisfied by the service and the poorly satisfied users are from the RTL (75%) (Table 11).

*5.12.15 Table of Content Service*

Table 11 shows the data regarding the Table of Content service provided by the libraries. It reveals that 90.91% users of the NIPFP library are aware about the service, which is the highest among these four libraries. Least per cent of the users who are aware about the service are from RTL (28%). Maximum number of users who used the service is from the NIPFP (85%) and the lowest from the RTL (28.57%). Highest number of satisfied users with the service is from NIPFP (82.35%) and the lowest from RTL (50%).

**Table 11. Users' awareness, use and satisfaction (newspaper clipping service, reprographic, translation, OPAC, table of contents)**

Library	Awareness		Used		Satisfaction	
	Yes	No	Yes	No	Yes	No
<b>Newspaper Clipping Service</b>						
RTL	5 (20)	20 (80)	2 (40)	3 (60)	2 (100)	0 (0)
IEG	17 (73.91)	6 (26.09)	14 (82.35)	3 (17.65)	10 (71.43)	4 (28.57)
NCAER	19 (79.17)	5 (20.83)	17 (89.47)	2 (10.53)	13 (76.47)	4 (23.53)
NIPFP	19 (82.61)	4 (17.39)	18 (94.74)	1 (5.26)	16 (88.89)	2 (11.11)
<b>Reprographic Service</b>						
RTL	21 (84)	4 (16)	21(100)	0 (0)	18 (85.71)	3 (14.29)
IEG	12 (52.17)	11 (47.83)	10 (83.33)	2 (16.67)	9 (90)	1 (10)
NCAER	22 (91.67)	2 (8.33)	20 (90.91)	2 (9.09)	18 (90)	2 (10)
NIPFP	21 (91.30)	2 (8.70)	18 (85.71)	3 (14.29)	16 (88.89)	2 (11.11)
<b>Translation Service</b>						
RTL	3 (12)	22 (88)	1(33.33)	2(66.67)	1(100)	0 (0)
IEG	2 (8.70)	21(91.30)	1 (50)	1(50)	0(0)	1(100)
NCAER	16 (66.67)	8(33.33)	10(62.50)	6(37.50)	7(70)	3(30)
NIPFP	5 (21.74)	18(78.26)	3(60)	2 (40)	1(33.33)	2(66.67)
<b>OPAC</b>						
RTL	23 (92)	2(8)	20(86.96)	3(13.04)	15 (75)	5(25)
IEG	22(95.65)	1(4.35)	20(90.91)	2(9.09)	16(80)	4(20)
NCAER	22(91.67)	2(8.33)	20(90.91)	2(9.09)	18(90)	2 (10)
NIPFP	22(95.65)	1(4.35)	15(68.18)	7(31.82)	13(86.67)	2(13.33)
<b>Table of Contents</b>						
RTL	7 (28)	18(72)	2(28.57)	5(71.43)	1(50)	1(50)
IEG	12(52.17)	11 (47.83)	10(83.33)	2(16.67)	7(70)	3(30)
NCAER	19(79.17)	5(20.83)	14(73.68)	5(26.32)	10(71.43)	4(28.57)
NIPFP	20(90.91)	2(9.19)	17 (85)	3(15)	14(82.35)	3(17.65)

### 5.13 Awareness of Library Products

#### 5.13.1 Journal

Table 12 shows 100% users of NIPFP and IEG library are aware about the journals available in the library, while the lowest numbers of users who are aware about the journals are from NCAER (91.67%). Maximum number of users who used this product is from NIPFP (95.65%) and the lowest from RTL (86.96%). Regarding the satisfaction maximum number of users of NCAER (90.48%) library are satisfied and the minimum number of users are from IEG (71.43%), who are satisfied with the journal availability or coverage.

#### 5.13.2 Abstracting/indexing Product

Table 12 shows that highest numbers of users who are aware about the abstracting/indexing product are from NIPFP (95.65%) and the lowest from the RTL (68%). The maximum numbers of users who are using this product are from the library of NIPFP (90.19%) and the lowest number of users is from NCAER (84.21%). Satisfaction of the users regarding the product is 87.50% users of NCAER, which is highest among these four libraries and the lowest satisfaction is from RTL which is 66.67%.

#### 5.13.3 Bulletin

Awareness about the bulletin is highest among the users of the NIPFP and IEG, 78.26% each, and the lowest awareness is in RTL (60%). Highest numbers of user of this product are in the NIPFP (83.33%) while the lowest numbers of users are in RTL (53.33%). Satisfaction regarding the product is highest in NCAER (86.67%) and the lowest in RTL (75%) (Table 12).

#### 5.13.4 Newsletter

Regarding the newsletter provided by the libraries, maximum awareness is found in the IEG (91.30%) and the lowest in NIPFP (21.74%). Users using this product are highest in RTL (83.33%) and lowest in NIPFP (40%). Satisfaction with the product is highest in IEG (82.35%) and lowest numbers of users are satisfied in NIPFP (50%) among these four libraries (Table 12).

#### 5.13.5 Press Clipping

Table 13 shows that the users who are aware about press clipping product are highest in the library of IEG (86.96%) and lowest number of users is from the library of RTL (20%). Users who are using this product are

**Table 12. Users' awareness, use and satisfaction (journals, abstracting, bulletin, newsletter)**

Library	Awareness		Used		Satisfaction	
	Yes	No	Yes	No	Yes	No
<b>Journal</b>						
RTL	23(92)	2(8)	20(86.96)	3(13.04)	18(90)	2(10)
IEG	23(100)	0 (0)	21(91.30)	2(8.70)	15(71.43)	6(28.57)
NCAER	22 (91.67)	2(8.33)	21(95.45)	1(4.55)	19(90.48)	2(9.52)
NIPFP	23 (100)	0(0)	22(95.65)	1(4.35)	20(90.91)	2(9.09)
<b>Abstracting/Indexing</b>						
RTL	17(68)	8 (32)	15(88.24)	2(11.76)	10(66.67)	5(33.33)
IEG	20(86.96)	3(13.04)	18 (90)	2(10)	15(83.33)	3(16.67)
NCAER	19(79.17)	5(20.83)	16(84.21)	3(15.79)	14(87.50)	2(12.50)
NIPFP	22(95.65)	1(4.35)	20(90.91)	2(9.09)	18(81.82)	4(18.18)
<b>Bulletin</b>						
RTL	15(60)	10(40)	8(53.33)	7(47.67)	6 (75)	2(25)
IEG	18(78.26)	5(11.74)	13(72.22)	5(27.78)	10(76.92)	3(23.08)
NCAER	20(71.43)	4(28.57)	15(75)	5(25)	13(86.67)	2(13.33)
NIPFP	18(78.26)	5(21.74)	15(83.33)	3(16.67)	12(80)	3(20)
<b>Newsletter</b>						
RTL	18(72)	7(28)	15(83.33)	3(16.67)	9(60)	6(40)
IEG	21(91.30)	2(8.70)	17(80.95)	4(19.05)	14(82.35)	3(17.65)
NCAER	14(58.33)	10(41.67)	11 (78.57)	3(21.43)	9(81.82)	2(18.18)
NIPFP	5(21.74)	18(78.26)	2 (40)	3(60)	1(50)	1 (50)

highest in NIPFP (77.78%) and the lowest in NCAER (58.82%). In NCAER, 100% users are satisfied with the product whereas it is lowest in RTL (66.67%).

#### 5.13.6 Bibliographical List

Highest numbers of users aware about the Bibliographical list are in NCAER (62.50%) and use highest (86.67%) and lowest in RTL (40%) as well as use lowest (40%). The satisfied customers for the product are also highest in NCAER (84.62%) and the lowest are in RTL (50%) (Table 13).

#### 5.13.7 Documentation List

Table 13 reveals that users of the NIPFP (73.91) are more aware about the documentation list and the less aware users are in RTL (16%). It is used by most of the users in the IEG (83.33%) and least used by the users of RTL (50%). The satisfied users for product are highest in RTL (100%) and the lowest are in NIPFP (76.92%).

#### 5.13.8 Online/CD-ROM Databases

Among these four libraries highest percentage of the users who are aware about the product is highest in NIPFP (86.96%) and the lowest in RTL (24%). In the same way highest number of user who are using this product are highest in IEG (88.24%) and lowest in RTL (50%). The number of users who are satisfied with the product is also highest in NIPFP (88.24%) and least

number of users who are satisfied with the product are from RTL (33.33%) (Table 13).

## 6. FINDINGS BASED ON USERS' RESPONSE

The major findings of the study based on the data collected from the users are as follows:

- Most of the users are satisfied with the structure and environment of their libraries. 69.57% and 45.83% users of NIPFP and NCAER library, respectively, are very much satisfied with the structure and environment of the library. While 43.48% users of the IEG are very satisfied. However, 56% of RTL are not satisfied.
- About 70% users of NIPFP, 62.50% users of NCAER, and 56.52% users of IEG responded that library staffs are most helpful, while 60% users of RTL responded that library staffs are helpful.
- 50% users of NCAER and 78.26% users of NIPFP are very much satisfied with library collection. While 52% users of RTL and 43.48% users of IEG are only satisfied.
- 47.83% users of IEG, 70.83% users of NCAER and 60.87% users of NIPFP are very much satisfied with the rules and regulations of the library. The 52% users were neutral for the same question.
- When the users asked about the awareness of products and services of the library, most of the users were aware. 76% users of RTL, 78.26% users of

**Table 13. Users' awareness, use and satisfaction (press clippings, bibliographical list, documentation list, online/CD-ROM databases)**

Library	Awareness		Used		Satisfaction	
	Yes	No	Yes	No	Yes	No
<b>Press Clipping</b>						
RTL	5(20)	20(80)	3 (60)	2(40)	2(66.67)	1(33.33)
IEG	20(86.96)	3(13.04)	15(75)	5(25)	13(86.67)	2(13.33)
NCAER	17(70.83)	7(29.17)	10(58.82)	7(41.18)	10(100)	0 (0)
NIPFP	18(78.26)	5(21.74)	14(77.78)	4(22.22)	10(71.43)	4(28.57)
<b>Bibliographical List</b>						
RTL	10 (40)	15 (60)	4(40)	6 (60)	2 (50)	2 (50)
IEG	14 (60.87)	9 (39.13)	10 (71.43)	4 (28.57)	7 (70)	3 (30)
NCAER	15 (62.50)	9 (37.50)	13 (86.67)	2 (13.33)	11 (84.62)	2 (15.38)
NIPFP	12 (52.17)	11 (47.83)	9 (75)	3 (25)	7 (77.78)	2 (22.22)
<b>Documentation List</b>						
RTL	4(16)	21 (84)	2(50)	2 (50)	2(100)	0(0)
IEG	12(52.17)	11(47.83)	10(83.33)	2(16.67)	8(80)	2(20)
NCAER	15(62.50)	9(37.50)	12(80)	3(20)	10(83.33)	2(16.67)
NIPFP	17(73.91)	6(26.09)	13(76.47)	4(25.53)	10(76.92)	3(23.08)
<b>Online/CD-ROM Databases</b>						
RTL	6(24)	19(76)	3(50)	3(50)	1(33.33)	2(66.67)
IEG	17(73.91)	6(26.09)	15(88.24)	2(11.76)	12 (80)	3(20)
NCAER	5(20.83)	19(79.17)	3(60)	2(40)	2(66.67)	1(33.33)
NIPFP	20(86.96)	3(13.04)	17(85)	3(15)	15(88.24)	2(11.76)

IEG, 91.67% users of NCAER and 91.30% users of NIPFP were aware about the services and products of the library.

- (f) When the users were asked about the sources of awareness about the services and products of the library, 45.45% users of NCAER and 95.24% users of NIPFP were aware through the email sent to them by the library. 68.42% users of RTL get informed through their friends and 55.56% users of IEG got awareness through the library website.
- (g) 21.74% users of IEG, 8.33% users of NCAER, 8.70% users of NIPFP and 24% users of RTL were not aware about the services and products of the library. 100% users of the three libraries viz. IEG, NCAER and NIPFP gave the same reason that there is no such need at their end. While the 83.33% users of the RTL gave the same reason and 16.67 responded that library does not provide the information for the products and services of the library.
- (h) Most of the users responded that library does not charge them for the products and services. Only the membership fee is charged from the RTL users. 100% users of NCAER, 91.30% users of IEG, 88% users of RTL and 73.91% users of NIPFP said that their library does not charge.
- (i) It is found that most of the users are willing to pay more to the library if the service or products meets their requirement. 78.26% users of IEG and

NIPFP, 58.33% users of NCAER and 56% users of RTL are willing to pay more. further, 44% users of RTL, 41.67% users of NCAER, and 21.74% users of IEG and NIPFP are not willing to pay more to the library because most of them have the view that library is a service organization.

- (j) Most of the users (78.26%) of NIPFP library said that library used to organize the orientation and teaching programme for the effective use of the library while most of the users of remaining three libraries responded for the same question in negative. 70.83% users of NCAER, 56.52% users of IEG and 72% users of RTL responded that library does not organize orientation/teaching programme for the effective use of the library.
- (k) It is found that most of the users of libraries under study are well aware about the services provided by the library. Most of the users are also using the service and satisfied with the service.

## 7. FINDINGS BASED ON LIBRARIANS' RESPONSE

- (a) All the libraries are getting special grant as a source of finance. NIPFP library also receive finance through library fine, and RTL receives library fee as well as UGC grant. Further, there is no library having separate funds for marketing-related activities.
- (b) Although each library realises the need of marketing

except NIPFP library and designates its less than 1% of total library budget for marketing activities. Library committee decides the amount to be spent on marketing activities.

- (c) Librarians opined that marketing helps in creating awareness of the products and services to users and to convey the message about new services and products of the library. The NIPFP library assumes that importance of the library is apparent to society though there is no need of marketing.
- (d) Each library conducts user survey before starting new service or product but doesn't have plan for marketing. It is found that libraries don't have separate marketing section to perform marketing activities. In fact, no library has its own library logo to brand itself. It shows that there is no branding attitude in the libraries.
- (e) NCAER library and RTL has their own mission statement for the library while NIPFP and IEG don't have their mission statement. Libraries promote their products and services using both internet and traditional methods.
- (f) Libraries do 't distribute pamphlets/posters/brouchers, etc., for the promotion of their products and services. Most of the libraries are using annual report, user orientation programme and display of latest arrivals. Most of the libraries are using website for the promotion of the products and services of the library.
- (g) Each library allows non-members to use the library. They allow only after producing the guide's or supervisor's recommendation letter. Further, only the RTL charges the non-members differently from the in-house user and other libraries treat them as their own user.
- (h) Most of the services provided by these libraries are free of cost except photocopying service which is charged a nominal cost by the user.

## 8. CONCLUSIONS

This study has compared the customer satisfaction of libraries against libraries level of market orientation. The marketing of the library products and services is an important determinant of its performance and users' satisfaction. Regular assessment of customers' information needs and demands is a vital instrument for expansion of library services and product. It is important for libraries to act in a marketing attitude by understanding what the customers need and deliver the value to their information needs and expectations. Thus, it would be beneficial for the librarians to implicate the findings of the study for improving their performance to provide higher customer satisfaction. In brief, the overall findings of this research suggest that marketing is an important tool for identifying differences between library and its users. It will help library to increase the use of its services and lead to the satisfaction of the users.

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